





CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 6, PART 11 B, NUMBER 1

Commercial Prints and Labels

JANUARY-JUNE

1952



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THE LIBRARY OF CONGRESS
WASHINGTON: 1952

CATALOG OF COPYRIGHT ENTRIES

THIRD SERIES

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JU Unpublished photographs.	
K Prints and pictorial illustrations published in the United States.	
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Part 11B....COMMERICAL PRINTS AND LABELS.....	1. 00
KK Commercial prints and labels.	
Parts 12 & 13..MOTION PICTURES.....	. 50
LP Published motion picture photoplays.	
LU Unpublished motion picture photoplays.	
MP Published motion pictures other than photoplays.	
MU Unpublished motion pictures other than photoplays.	

NOTE: The symbols listed represent the materials principally contained in each part; for other materials, including renewals (always designated by the symbol R), which may be included in a particular part and for a more complete statement of contents, the respective prefaces should be consulted. A zero immediately following the symbol, i. e., AF0, EF0, indicates that two copies of a foreign publication have been deposited with a catalog card and application for registration, under the provisions of section 215 of Title 17 of the United States Code.

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L. C. card, 6-35347

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PREFACE

THIS part of the *Catalog of Copyright Entries* contains a list of prints and labels published in connection with the sale or advertisement of articles of merchandise, which were registered in the Copyright Office in Class K under the symbol KK, from January 1, 1952, through June 30, 1952. Renewal registrations in this class made in this period are listed in the second section of this catalog.

Arrangement.—The first section of this catalog consists of an alphabetical arrangement of complete entries under the name of the copyright claimant and of brief entries in the form of cross-references from other names associated with the works and from variant forms of names. The second section consists of an alphabetical list of prints and labels for which renewal copyrights were registered during the period covered by this catalog. Brief entries in the form of cross-references are included for joint claimants and for titles.

Bibliographic Data.—Each main entry for works currently registered includes 1) the title; 2) the source data, i. e., name and issue date of periodical or newspaper in which the advertisement appeared, when such information was obtainable from the deposit or application; 3) a statement of the nature of the article to which the print or label relates; 4) a brief physical description of the item. Labels are designated by the term "label" and prints are described by the use of the terms "sheet," "card," etc. For renewals the entry includes, in addition to the heading which is the renewal claimant, 1) the title and 2) a statement of the nature of the article to which the print or label relates.

The names of any authors listed in the application

which do not appear elsewhere in the entry are given immediately preceding the copyright data after the statement, "Appl. author(s)." When an employer in the case of works made for hire is named in the application, his name is included in the entry, together with the names of the employees when given.

Copyright Data.—The name of the copyright claimant is in every case the heading under which the main entry is made; the copyright symbol © is added to the heading to indicate this fact, except where the name of the claimant is repeated in the copyright statement to record essential information which cannot be given in the heading. For works currently registered, the portion of the entry giving the rest of the facts of copyright registration begins with the copyright symbol © and consists of 1) the date of publication as given in the copyright application, which represents also the year date given in the copyright notice unless the publication date is followed, in parenthesis, by the statement, "in notice," and a different year date; and 2) the copyright registration number.

For renewals, the statement begins with the copyright symbol © and consists of 1) the original copyright date; 2) the original registration number; 3) the renewal registration number; 4) the date of the receipt of the renewal application; 5) the name of the renewal claimant; and 6) an abbreviation in parenthesis representing the applicant's statement of the basis of his renewal claim—e. g., John Doe and Co. (P) indicates that renewal of copyright is claimed by John Doe and Co. as proprietor of a commercial print or label.

In the case of each entry the name of the copyright

claimant is that given at the time of registration. Information relating to subsequent changes of ownership recorded in the Copyright Office can be ascertained upon request and upon payment of the statutory search fee to the Register of Copyrights.

Deposit of Copies.—In the case of every copyright entry listed in this part of the *Catalog of Copyright Entries*, except for renewal copyrights, the deposit of copies (or copy) as required by sections 13 or 215 of Title 17 of the United States Code has been made.

Authority.—The *Catalog of Copyright Entries* is published by authority of sections 210 and 211 of Title 17 of the United States Code. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

Organization of the Catalog.—This issue of the *Catalog of Copyright Entries* is part of Volume 6 of the Third Series. The parts are numbered according to the alphabetical sequence of classes as listed in section 5 of Title 17 of the United States Code. Letters are added to the part numbers to indicate subdivisions.

The classes of material principally contained in each part are listed, together with their respective symbols, under the title of the part in the "Table of Organization," which faces the title page in this catalog. In each case, the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for purposes of statistical analysis of registrations. Foreign works for which two

copies have been deposited, under section 215 of Title 17 of the United States Code are distinguished by a zero immediately following the symbol. The symbol R does not represent a class designated in the copyright law, but has been adopted by the Copyright Office to distinguish renewal copyright registrations. Some parts also contain registrations made under symbols other than those listed for the particular part if the subject matter or type of material of these registrations is similar to that generally included.

Orders.—Orders for all parts of the *Catalog of Copyright Entries* should be sent directly to the *Register of Copyrights, Library of Congress, Washington 25, D. C.* Orders may be placed as follows: (1) as a subscription for a single year or to continue until further notice, or (2) as an order for individual issues. All orders should state clearly the title of the *Catalog* part and the inclusive dates of the issues wanted. *Checks or money orders should be made payable to the Register of Copyrights.*

The price of each individual number of the *Catalog* is given in the "Table of Organization." The annual subscription rate for each part is twice the price of a single number, since all parts are issued semi-annually. The complete *Catalog of Copyright Entries* may be secured on a subscription basis for \$20 a year.

Inquiries.—The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog*. Please address communications of this nature to the *Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.*

ABBREVIATIONS AND SYMBOLS

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.k.a.	—also known as	(P)	—proprietor of a commercial print or label
appl.	—application		
©	—copyright symbol	pseud.	—pseudonym
ca.	—circa	pub.	—published, publishing
col.	—colored	rev.	—revised, revised by, revision
d.b.a.	—doing business as	t.a.	—trading as
l.	—leaf, leaves	v., vol.	—volume, volumes
p.	—page, pages		

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

January–June 1952

Commercial prints and labels.	6,200
Renewals.	54

The above figures represent the number of registrations for commercial prints and labels for January–June 1952, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

An alphabetical list of prints and labels published in connection with the sale or advertisement of articles of merchandise, registered during the period covered by this catalog. Each registration is entered under the name of the copyright claimant. Brief entries in the form of cross-references from other names associated with the works and from variant forms of names are interfiled with the main entries.

A

A B C PRINTERS.

It's easy as A B C to find your way with a Richfield personalized direction guide. From this Richfield station go — blocks, — signals ... (Gasoline service stations) Sheet. © Roy Milton Limberg, d.b.a. A B C Printers; 15Nov51; KK68825.

AABALTON'S PHOTOFIT ALBUM COMPANY ©.

America's most distinctive candid albums. Sheet. Appl. author: Gustave Gutwillig. © 20Apr51; KK69637.

It's easy to increase your business with these unique albums. Beautiful beyond compare. (Photo albums, scrap books, etc.) Pamphlet. Appl. author: Gustave Gutwillig. © 30Jun51; KK73861.

AARON, ARTIE.

The Probate property review. KK70558. SEE Probate Property Review.

AATELL AND JONES, INC. ©.

Change your mats every month. (Place mats) Sheet. Appl. author: John Falkner Arndt Co., inc. © 19May52; KK74551.

ABBOTT LABORATORIES ©.

Baço. Obaço visto de frente, mostra suas faces gástrica e renal, a artéria e veia esplênicas. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 31Jan52; KK70094.

Bazo. Elixir Cofrón 12. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 29Dec51; KK70358.

Bebeklerin mamaların veya mayilere karıştırıldığında lezzetlidir. Vi-Daylin. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 22Mar52; KK72013.

Beşinin ventrikül sistemi. Nembutal. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 22Mar52; KK72016.

Congratulations to proud parents. We share your joy in the new arrival and remind you that this fine pharmacy is prepared to provide every item needed for baby's comfort and welfare. Prescription specialists. Card. Appl. author: John C. Michalek. © 15Dec51; KK68816.

Corazón. Doble acción antibacteriana. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 13Dec51; KK70354.

E gostoso em mistura com alimentos ou líquidos ... Polivitaminas Emulsão. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 10Mar52; KK71288.

Estômago (em posição vertical) Prescreva Bejectal. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 8Dec51; KK70355.

Greetings to a new neighbor. Soon as you find a place to set down those odds and ends, we hope you'll drop in and get acquainted. Please make this your family drug store and prescription service station. Card. Appl. author: John C. Michalek. © 15Dec51; KK68820.

Help her to resist the lure of forbidden foods. Desoxyhydrochloride. (Pharmaceuticals) Card. Appl. author: John C. Michalek. © 14Apr52; KK73149.

Hemoglobin yüzde nisbetinin ve kırmızı globül adedinin arttırılması için. Cofron Elixir. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 23May52; KK74506.

Here is truly effective dandruff control. Prescribe Selsun. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 4Jan52; KK70352.

High potency, prolonged effect. Abbocillin. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 4Feb52; KK70679.

If you had to make house calls on all 44, it would take several days to visit all of the patients who represent each of the many conditions for which short-acting Nembutal is effective. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 4Apr52; KK73078.

In exact balance with established RDA for pregnancy and lactation. Dicallets. (Pharmaceuticals) Folder. Appl. author: John C. Michalek. © 10Apr52; KK72744.

Irrigação da articulação coxofemoral. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 22May52; KK73985.

Legamenti della articolazione del ginocchio. Cecon. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 21Jan52; KK70349.

Ligaments of the knee joint. Cecon. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 9Jan52; KK70350.

Milza. Visione anteriore della milza che presenta le superfici gastrica e renale. Elisir Cofron 12.

(Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 29May52; KK74507.

Pancreas. Riego sanguíneo y relaciones con otros órganos. Sucaryl. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 21May52; KK74508.

Pankreas. Artık diyabetik ve perhizli hastalarınız sevinebilir. Sucaryl. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 22Mar52; KK72014.

Please let us add our congratulations and best wishes. We are delighted to hear of the new arrival in your home. Please keep in mind that our ample stocks provide everything for the baby. Reliable prescriptions. Card. Appl. author: John C. Michalek. © 15Dec51; KK68818.

Un plus grand nombre d'heures de soulagement pour les victimes du rhume des foins. Di-Paralene chlorhydrate. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 7May52; KK73452.

Portal system. Effective hematinic, potent vitamin B supplement in just three tablets a day. Iberol tablets. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 12Mar52; KK71796.

Proceso de osificación normal de la muñeca y de la mano. Dayamin tabletas. (Pharmaceutical) Folder. Appl. author: Thomas Sheldon Bird. © 29Mar52; KK72461.

Prominent socialite; dietary delinquent. She obeys all the rules of etiquette, but her diet's a nutritional faux pas. Sur-Bex, Abbott's vitamin B complex tablets. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 10Apr52; KK73077.

Quando a tosse noturna perturba o sono. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 31May52; KK74379.

Rectal Pentothal dosage schedules and formulas. (Pharmaceutical) Folder. Appl. author: John C. Michalek. © 29Dec51; KK69915.

Região glútea. Abbocilina S/A. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 12Jan52; KK70351.

Riego sanguíneo de la articulación coxofemoral. Vitace gotas. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 23Feb52; KK71287.

ABBOTT LABORATORIES ©. Cont'd.

Sistema della vena porta. Ematinico efficace tre compresse al giorno costituiscono un energico supplemento di complesso vitaminico B. Iberol. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 26Mar52; KK72012.

Sistema portal. Iberin Ferroso. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 31Mar52; KK72462.

Sistema portal. Iberol comprimidos. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 28Dec51; KK70359.

Sorry to hear you are under the weather. Here's hoping you will soon be feeling fit again. Prescription specialists. Card. Appl. author: John C. Michalek. © 15Dec51; KK68821.

Spleen. For iron deficiency anemia, Cofron-Elixir now improved with additional iron and vitamin B 12. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 5May52; KK73453.

Starchy Pete is a vitamin cheat. Dayalets. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 4Jan52; KK70353.

Starchy Pete is a vitamin cheat. One-way to vitamin imbalance. Dayalets, Abbott's multiple vitamins. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 14Apr52; KK73076.

Still pacing the family right through the menopause. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 24Jan52; KK70504.

They've heard the call for Vi-Daylin. Improved formula now contains 3 times the B12 in each delicious 5cc teaspoonful. (Pharmaceuticals) Folder. Appl. author: Charles S. Downs. © 4Apr52; KK73079.

Uzun tesirli yeni bir antihistaminik. Di-Paralene hydrochloride. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 22Mar52; KK72015.

Ventricular system of the brain. Nembutal. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 8Dec51; KK70356.

We join the many friends who sincerely regret your illness and wish you a rapid return to health and happiness. Reliable prescriptions. Card. Appl. author: John C. Michalek. © 15Dec51; KK68817.

Welcome, neighbor. Mighty glad to learn you have become one of us. Here's a special invitation to drop in and get acquainted. Bring us your doctor's prescriptions and make this your family drug store. Card. Appl. author: John C. Michalek. © 15Dec51; KK68819.

Wet brain. Bejectal. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 4Feb52; KK70678.

When 200 pounds of grim determination meet 2 pounds of sweet temptation ... prescribe Desoxyn hydrochloride. (Pharmaceuticals) Folder. Appl. author: John C. Michalek. © 12Mar52; KK72147.

Who-o-o-sh! Ha sentito il richiamo del Vi-Dalin. (Pharmaceuticals) Folder. Appl. author: Thomas Sheldon Bird. © 13Dec51; KK70357.

Your prescription center. Prescriptions compounded exactly as your doctor orders. (Pharmaceuticals) Two-way window display reproductions. Appl. author: John C. Michalek. © 8Feb52; KK74279.

ABBS, EARL.

Be lovelier with these spring beauty buys. KK71514. SEE Walgreen Company.

Fine toiletries moderately priced. KK68770 ... SEE Walgreen Company.

For cover-girl glamor. KK71224.

SEE Walgreen Company.

Hair-care hints for head-turning loveliness. KK74582. SEE Walgreen Company.

Like mother, like daughter. KK73398. SEE Walgreen Company.

Look your charming best, morning, noon and night. KK73882. SEE Walgreen Company.

You're prettier than you think. KK71228. SEE Walgreen Company.

ABRAHAMS (DAVID) INC. ©.

Dixie girl. (Shoe boxes) Label. (D-118AB) Appl. author: Hoague-Sprague Corp. © 12Jun52; KK74760.

ABRAHAMSON, PAUL K.

None Such ready-to-use mince meat. KK74784. SEE Borden Company.

ABRAMS, CONSTANCE.

Instructions. This kit includes everything you need to make three lovely raffia covered bowls like you've seen at grown-up parties. KK68941. SEE Conelstan Corporation.

Make raffia covered bowls with the Raffia Craft Kit. KK68940. SEE Conelstan Corporation.

ABRAMS, JESS.

Instructions. This kit includes everything you need to make three lovely raffia covered bowls like you've seen at grown-up parties. KK68941. SEE Conelstan Corporation.

Make raffia covered bowls with the Raffia Craft Kit. KK68940. SEE Conelstan Corporation.

ACAN ARTIFICIAL FLOWER COMPANY ©.

Open flower bud. Sheet. Appl. author: Albert Gentile. © 15Oct51; KK69635.

ACE SEAL-RITE WINDOW MANUFACTURING, INC. ©.

New, sensational, Ace Seal Rite presents the most modern practical and versatile window development to sell at regular prices. Aristocrat removable sliding casements. Folder. Appl. author: Advisors, inc. © 14Apr52; KK72369.

ACH, EUGENE L.

My merry beauty shop. (Set of child's beauty preparations) Label. © 3Mar52; KK71221.

Sonny's shave 'n shine set. (Child's shaving and shoe shine kit) Label. © 3Mar52; KK71223.

ACHESON COLLOIDS CORPORATION ©.

Dag Dispersions. Colloidal graphite for assembly and run-in of engines and machinery. Bulletin no. 421. Folder. Appl. author: Guy C. Giles. © 10Jan52 (in notice: 1951); KK73525.

Dag Dispersions. Colloidal graphite for surface coatings and impregnation. Bulletin 435. Folder. Appl. author: Guy C. Giles. © 22Apr52; KK74154.

ACME PRINTING INK COMPANY ©.

Has specialized for nearly a half century in the manufacture of fine lithographic inks. (Printing ink) Sheet. Appl. author: Goes Lithographing Co. © 5May52; KK74454.

ACROMARK COMPANY.

Color fill or print mechanically. The Acroprinter model no. 301. (Marking machines) Sheet. © Harold O. Bates, d.b.a. The Acromark Co.; 30Oct51; KK68954.

Embossing press, bench model. Hand operated press embossing tags and name plates from a coil of metal held at the rear of the machine. Sheet. Appl. author: Harold O. Bates. © The Acromark Co.; 24Mar52; KK73964.

Model 99A marking machine. The Acromark heavy duty air operated marking machine with all of the fixture variations of the standard 9A line. Sheet. Appl. author: Harold O. Bates. © The Acromark Co.; 24Mar52; KK73965.

No. 64B adjustable hand operated pipe and tube marking machine. Acromark. Sheet. © Harold O. Bates, d.b.a. The Acromark Co.; 30Oct51; KK68955.

AD-A-LUSTER PRODUCTS COMPANY.

Ad-A-Luster polish. Cream polish cleans and polishes in one operation. 1 quart. Label. © James V. Credending, sole owner Ad-A-Luster Products Co.; 5Apr51; KK73059.

ADDRESSOGRAPH-MULTIGRAPH CORPORATION ©.

How many paperwork pirates on your payroll? Addressograph. (Office equipment) Adv. from Time, Feb. 25, 1952, p. 93. Appl. author: Charles Farran. © 21Feb52; KK71075.

I always take my cut says the paperwork pirate. Addressograph-Multigraph simplified business methods. Adv. from Business week, Apr. 26, 1952, p. 139. Appl. author: Charles Farran. © 26Apr52; KK73320.

Overtime on your hands? Needless overtime lowers profits, boosts costs and reduces clerical efficiency. Addressograph-Multigraph production machines for business records. Adv. from Time, May 12, 1952, p. 95. Appl. author: Charles Farran. © 8May52; KK73447.

Write it again and again and again. Where write is wrong. Multigraph. (Office equipment) Adv. from Business week, Feb. 16, 1952, p. 155. Appl. author: Charles Farran. © 16Feb52; KK71074.

ADELTA MANUFACTURING COMPANY, INC. ©.

Trunk line; air conditioning ducts & fittings ... Folder. v. 2, no. 6. © 21Dec51; KK70767. v. 3, no. 1. © 18Feb52; KK71099. v. 3, no. 2. © 11Apr52; KK73602.

ADLER (WILLIAM HART) INC.

It says look to Reo for engineering achievement. KK72388. SEE Reo Motors, inc.

See your home in a new light. Moe-dapter lighting in a jiffy. KK68881. SEE Moe Light, inc.

ADMIRAL ADVERTISING AGENCY, INC.

Honey nougats. KK73016 ... SEE Ferrara Confectionery Company.

ADVERTISING ASSOCIATES ©.

When changing seasons come calling. Weather Products. (Glass jalousies) Sheet. © 23Apr52; KK72798.

ADVERTISING ASSOCIATES, INC. ©.

May belongs to Kay and the savings belong to you. America's largest retail credit jewelry organization. Kay Jewelry Company. Folder. © 15Apr52; KK73251.

ADVISORS, INC.

Degreaser operation manual. Do's and don'ts for safety, economy and clean work. KK70829. SEE Manufacturers Processing Company.

New, sensational, Ace Seal Rite presents the most modern practical and versatile window development ... KK72369. SEE Ace Seal-Rite Window Manufacturing, inc.

Se faire une beauté. KK73273. SEE House of Griffin, inc.

So nice to come home to! KK70629. SEE Security Sash and Screen Company.

Why wait. Security self-storing model MW combination window. KK69030. SEE Security Sash and Screen Company.

AETNA PLYWOOD AND VENEER COMPANY ©.

General Douglas MacArthur. A genuine Aetnapi wood-inlay picture. Sheet. Appl. author: John Thomas Morse. © 20Dec51; KK71680.

ACGELER AND MUSSER SEED COMPANY ©.

Best-Yet brand dichondra blended with white clover. Double treated. Net weight 22 1/2 oz. (Grass seed) Label. © 13Nov51; KK68727.

AHDAGAM Division, Consolidated Water Power and Paper Company. SEE Consolidated Water Power and Paper Company. Ahdagam Division.**AHEARN, EDWARD FRANKLIN.**

Kys-Karton. Keyes special imprinted 2X6 gray egg carton. KK71823. SEE Keyes Fibre Company.

AHERN, FRED B. ©.

The original Standout rating chart. 12-factor rating system. Sheet. © 9Apr52; KK72304.

AIR CONTROLS, INC. ©.

ReX-Airate; domestic, commercial, industrial ventilating fans. 16 p. © 1Feb52 (in notice: 1951); KK71061.

AIRBORNE ACCESSORIES CORPORATION ©.

Anglgear compact, standardized, right-angle bevel gear. (Anglgear, trimtrol ...) Adv. from Aviation Age, Feb. 1952, p. 92. Appl. author: Thomas P. Orchard. © 6Feb52; KK74251.

ALTMEIER AND BAER, INC. ©.

All-timer De-Frost-It automatic defrosts your refrigerator automatically. Sheet. © 27Jul51; KK70111.

All-Timer famous "Rock of Ages" full 1/2 karat top, ladies' or men's diamond ring. Sheet. © 1Nov51; KK70118.

All-Timer famous "Tree of Life" full 1/2 carat top diamond ring. Sheet. © 22Jul51; KK70116.

All-Timer "Mile-O-Meter" mileage meter & motor conditioner gauge. Sheet. © 10Jun51; KK70119.

All-Timer 3 in 1 upholstered phone bench, desk & utility storage chest. Sheet. © 25Sep51; KK70114.

ANGLgear designed for duty. Design engineers will appreciate the features of this unique standardized right angle bevel gear drive. Adv. from Machine design, Jan. 1952. Appl. author: Thomas P. Orchard. © 7Jan52; KK71895.

ANGLgear solves varied design problems. ANGLgears, standardized right-angle bevel gear units ... Adv. from Design news, Feb. 15, 1952. Appl. author: Thomas P. Orchard. © 15Feb52; KK71894.

Compact, standardized, right-angle, bevel gear drive units with universal mountings. Anglgear. Adv. from Design news, May 15, 1952, p. 118. Appl. author: Thomas P. Orchard. © 15May52; KK74281.

For the toughest jobs pick the huskiest. The huskier model Trim Trols. (Rotorette, Lineator, Rotorac, TrimTrol, Anglgear) Adv. from Aviation week & aeronautical engineering review, Dec. 3, 1951, p. 7. Appl. author: Thomas P. Orchard. © 3Dec51; KK70556.

For the toughest jobs pick the huskiest TrimTrol. (Machinery) Adv. from Aviation week, Mar. 10, 1952, p. 8. Appl. author: Thomas P. Orchard. © 10Mar52; KK71896.

In Baltimore, Bill Holland says: The unlimited possibilities of ANGLgear make it a natural for our Power Transmission Department. Adv. from Industrial distribution, Feb. 1952, p. 152. Appl. author: Thomas P. Orchard. © 1Feb52; KK71864.

In Chicago, George Poplar says: As interest-arousers in engineering departments, Anglgers can't be beaten ... (Rotorette, Lineator ...) Adv. from Industrial Distribution, Mar. 1952, p. 188. Appl. author: Thomas P. Orchard. © 1Mar52; KK74121.

Look at the features of these unique standardized right-angle bevel gear drives. ANGLgear. Adv. from Industrial distribution, mid-Dec. 1951, p. 194. Appl. author: Thomas P. Orchard. © 15Dec51; KK71865.

Our largest Lineator has 10,000 lb. working capacity. Adv. Appl. author: Thomas P. Orchard. © 7Apr52; KK72485.

Rotorac high torque rotary actuator with load-sensitive switches. Adv. from Aviation week & aeronautical engineering review, Dec. 31, 1951, p. 7. Appl. author: Thomas P. Orchard. © 31Dec51; KK69440.

AIRCRAFT-MARINE PRODUCTS, INC. ©.

A-MP controlled wire terminations for aircraft. (Solderless electrical wiring devices) 9 p. Appl. author: Renner Advertisers. © 13Mar52; KK71599.

A-MP quality control. (Solderless electrical wiring devices) Pamphlet. Appl. author: Renner Advertisers. © 3Jan52 (in notice: 1951); KK71807.

A-MP solderless terminals and connectors for shipboard watertight wiring. (Solderless electrical wiring devices) Folder. Appl. author: Renner Advertisers. © 5Feb52 (in notice: 1951); KK71902.

Electrical catalog. A-MP solderless terminals, connectors and tools. 7 p. Appl. author: Renner Advertisers. © 13Mar52; KK71598.

For the mass-producer of electrically-wired products, A-MP automatic wire terminators and Auto-Crimp strip terminals. 72 p. Appl. author: Renner Advertisers. © 3Dec51; KK71597.

Light weight, high speed A-MP pneumatic hand tools. (Solderless electrical wiring devices) Folder. Appl. author: Renner Advertisers. © 13Mar52 (in notice: 1951); KK71809.

Serving the power industry. Terminals and tools. (Solderless electrical wiring devices) Folder. Appl. author: Renner Advertisers. © 6Feb52 (in notice: 1951); KK71808.

Set-up and operating instructions, with parts list. AMPli-Press, no. 69011. Instruction manual no. 130-69011-320950. (Solderless electrical wiring device) 7 p. Appl. author: Tom C. Freedom. © 12Dec51; KK68807.

AKRON TREAD WIRE COMPANY ©.

Hawkinson wire treads. Advertising help for dealers. (Tire re-treads) Folder. Appl. author: Lester H. Butler. © 6Dec51; KK68869.

Hawkinson wire treads grip like a claw! (Tire re-treads) Folder. Appl. author: Lester H. Butler. © The Akron Tread Wire Co.; 5Feb52; KK70680.

ALBERICH, FELICIA.

Really a knitters delight. KK71601. SEE Albe-Rich Originals.

ALBERICH, JOSEPH.

Really a knitters delight. KK71601. SEE Albe-Rich Originals.

ALBE-RICH ORIGINALS ©.

Really a knitters delight. You will love the simplicity of knitting it, and such a charming addition to a ladies wardrobe. (Directions for knitting) Folder. Appl. authors: Felicia & Joseph Alberich. © 12Feb52; KK71601.

ALBRECHT, H. V.

Lighthouse control. KK74686. SEE Getz Brothers and Company.

Lighthouse motor. KK74687. SEE Getz Brothers and Company.

AL-CO WATCH COMPANY ©.

Priced amazingly low for quantity users. Samples upon request. These brand new quality watches have been ridiculously reduced for quick sale. Folder. Appl. author: Nathan Yorkmark. © 31Mar52; KK72640.

ALCOA STEAMSHIP COMPANY ©.

Cruise where the Wild Chataigne blooms. Alcoa serves the Caribbean with passenger and freight ships to 59 ports. Painted by Harriet and Bernard Pertchik. Adv. from Holiday, Apr. 1952, p. 17. Appl. author: Fuller & Smith & Ross, inc. © 21Mar52; KK71833.

ALDAN RUBBER COMPANY ©.

Aldanack. (Fabricating) Folder. v. 13, no. 11. © 14Nov51; KK70768. v. 13, no. 12. © 14Dec51; KK70766. v. 14, no. 1. © 15Jan52; KK70265. v. 14, no. 2. © 14Feb52; KK71100. v. 14, no. 3. © 20Mar52; KK71942. v. 14, no. 4. © 11Apr52; KK73600. v. 14, no. 5. © 26May52; KK74354.

ALDEN, JOHN J.

Bread helps dad bring home the bacon. Look at all those good foods you give your family ... 10th anniversary, enriched bread. KK68851. SEE American Bakers Association.

Bread helps turn a dozer into a dazzler. Here's why ... Florence L. Hupprich ... KK69255. SEE American Bakers Association.

Bread in the Middle Ages. KK69258. SEE American Bakers Association.

Bread in the new world. KK69254. SEE American Bakers Association.

Many happy returns, says Elmer L. Henderson, M. D. KK70437. SEE American Bakers Association.

ALDON RUG MILLS, INC. ©.

Only Aldon broadloom gives you this bonded guarantee. (Rugs & carpets) Label. © 5May52; KK73962.

ALICE LOVE PRODUCTS COMPANY ©.

Alive Love brand product of the northwest since 1919. Pure loganberry-apple jelly. 10 oz. net. Label. Appl. author: Bob Davidson. © 1Apr52; KK72691.

ALLEMEIER, NORMAN F.

Dermal research topics. KK72190 ... SEE Dermal Research Service Bureau.

ALLEN, PERRY E.

No-Mar Vision-Aide mirror shield sells on sight. KK70217. SEE Allen Products Corporation.

ALLEN (T. V.) COMPANY ©.

Life on all fronts. Sketched notes to post your chatter. (Stationery) Label. Appl. author: Jud Wright. © 1Apr52; KK72682.

ALLEN (W. F.) COMPANY ©.

Book of berries, 1952. (Strawberries) 31 p. © 20Dec51; KK69171.

ALLEN-A COMPANY.

We love plunging necklines but not on men. He needs the Allen-A Atlatic T-shirt. (Men's underwear) Adv. from the Saturday evening post, May 10, 1952, p. 140. Appl. author: Doherty, Clifford & Shenfield, inc. © The Allen-A Co.; 7May52; KK72817.

ALLEN PRODUCTS CORPORATION ©.

No-Mar Vision-Aide mirror shield sells on sight. (Automobile accessory) Sheet. Appl. author: Perry E. Allen. © 15Jan52; KK70217.

ALLIED ELECTRIC PRODUCTS, INC. ©.

Sheldon offers 2 new sensational major TV improvements: Tioga tube and adapter. Folder. Appl. author: Nathan Chirelstein. © 3Mar52; KK71523.

Tioga tube and adapter saves TV picture tube and set. Label. Appl. author: Nathan Chirelstein. © 20Feb52; KK71524.

ALLIED MILLS, INC. ©.

More power to the pound for chicks, pigs, poulters and calves in Wayne starting feeds. Adv. from Breeder's gazette, Apr. 1952, p. 4. Appl. author: Western Advertising Agency. © 25Mar52; KK71904.

ALLISON-KAUFMAN COMPANY ©.

Amazing ... 3 rings for \$50. Sheet. Appl. author: Irving H. Kaufman. © 1Nov51; KK70698.

ALLSTATE INSURANCE COMPANY ©

Upset by a cold cup of coffee. (Automobile insurance) Adv. from the Saturday evening post, May 3, 1952, p. 124. © 30Apr52; KK73095.

Whatever happens, you're in good hands with Allstate auto insurance. Adv. from the Saturday evening post, May 24, 1952, p. 151. © 21May52; KK74488.

Whatever happens, you're in good hands with Allstate auto insurance founded by Sears, famous for better value. Adv. from the Saturday evening post, Apr. 19, 1952, p. 143. © 16Apr52; KK73070.

Whatever happens, you're in good hands with Allstate auto insurance founded by Sears, famous for better value. Adv. from the Saturday evening post, May 3, 1952, p. 125. © 30Apr52; KK73109.

ALMAY Division, Schieffelin and Company, inc. SEE Schieffelin and Company, inc. Almay Division.

AETHEIMER AND BAER, INC.

40 piece famous Cannon sheet & towel ensemble. Sheet. © 11Feb51 (in notice: 1950); KK70362.

Sale! All-timer 117 piece matched dinnerware glassware-silverware service for 8. Sheet. © 12Aug51; KK70113.

Special purchase. 133 piece Lady Dalton All-Timer dinnerware ensemble. (Dinnerware, glassware, silverware) Sheet. © 24Feb51; KK70117.

Speedster sidewalk bike with Chrysler Oillite bearings. Sheet. © 15Apr51; KK70112.

2 for 1 sale. 85 pieces. 2 complete All-timer dinnerware sets. Sheet. © 29Jul51; KK70115.

ALTMAN (B.) AND COMPANY ©.

The new Altman Basic dress is truly the basis of a woman's wardrobe. Adv. from New York herald tribune, Jan. 27, 1952, p. 7. Appl. author: B. Altman & Co., employer for hire. © 27Jan52; KK70266.

The new Basic dress ... truly the basis of a woman's wardrobe. Adv. from the New York times, Feb. 3, 1952, p. 9. Appl. author: B. Altman & Co., employer for hire. © 3Feb52; KK70268.

ALTMAN-STOLLER ADVERTISING, INC.

Understated luxury, alpaca. Milium-lined imported alpaca coats. KK74921. SEE Kerry Coats, inc.

You're lovely in velvet. KK74915. SEE Kerry Coats, inc.

Zip-lined weather strippers with the new Snag-Pruf zipper, the only zipper with removable slider, exclusively ours. KK74908. SEE Weather Nipper Coats, inc.

ALUMINUM COOKING UTENSIL COMPANY.

Ah, magic aroma. This coffee pot went to college. Wear-Ever aluminum. You'll get compliments every day for coffee made the Wear-Ever way. Adv. from the Ladies' home journal, Sept. 1951, p. 34. Appl. author: Fuller & Smith & Ross, inc. © The Aluminum Cooking Utensil Co.; 24Aug51; KK69407.

Calling all coffee lovers. Wear-Ever aluminum. (Cooking utensils) Adv. from Better homes and gardens, Feb. 1952, p. 169. Appl. author: Fuller & Smith & Ross, inc. © The Aluminum Cooking Utensil Co.; 25Jan52; KK70154.

An old friend writes. Mrs. Smith, they're college educated now. Wear-Ever aluminum. (Cooking utensils) Adv. from Ladies' home journal, Mar. 1952, p. 79. Appl. author: Fuller & Smith & Ross, inc. © The Aluminum Cooking Utensil Co.; 29Feb52; KK71835.

AMANA REFRIGERATION, INC. ©.

Amana upright food freezer outperforms all other food freezers. Adv. from Life, Jan. 28, 1952, p. 89. Appl. author: Kenneth Warren. © 25Jan52; KK70889.

Upright food freezer outperforms all freezers tested. Amana. Adv. from Life, Apr. 7, 1952, p. 171. Appl. author: Kenneth Warren. © 4Apr52; KK73608.

AMERICAN BAKERS ASSOCIATION ©.

Bread helps dad bring home the bacon. Look at all those good foods you give your family ... 10th anniversary, enriched bread. cMan paying wife; French toast and bacon on

plates! Adv. from Look, Nov. 20, 1951, p. 122. Appl. author: John J. Alden. © 6Nov51; KK68851.

Bread helps turn a dozer into a dazzler. Here's why ... Florence L. Hupprich ... Adv. from Scholastic teacher, Dec. 5, 1951, p. 4. Appl. author: John J. Alden. © 5Dec51; KK69255.

Bread in the Middle Ages. Adv. from Scholastic teacher, Nov. 7, 1951, p. 2 of cover. (Your daily bread, 5) Appl. author: John J. Alden. © 7Nov51; KK69258.

Bread in the new world. Adv. from Scholastic teacher, Dec. 5, 1951, p. 9-T. (Your daily bread, 6) Appl. author: John J. Alden. © 5Dec51; KK69254.

Many happy returns, says Elmer L. Henderson, M. D. 10th anniversary enriched bread. Adv. from Woman's home companion, June 1951, p. 63. Appl. author: John J. Alden. © 18May51; KK70437.

AMERICAN BILTRITE RUBBER COMPANY ©.

Always underfoot, always welcome. Biltrite Nuron soles and Amtico rubber floors. Adv. from Life, Feb. 18, 1952, p. 126. Appl. author: Al Paul Lefton Co., inc. © 18Feb52; KK71249.

Light as a feather, tougher than leather. Biltrite Nuron soles. Adv. from the Saturday evening post, Nov. 17, 1951, p. 173. Appl. author: Al Paul Lefton Co., inc. © 17Nov51; KK71251.

No other flooring compares to Amtico rubber flooring for everlasting beauty. Adv. from the Saturday evening post, Nov. 17, 1951, p. 172. Appl. author: Al Paul Lefton Co., inc. © 17Nov51; KK71248.

Starting off on the right foot. Biltrite Nuron soles and Amtico rubber floors. Adv. from Life, Sept. 10, 1951, p. 122. Appl. author: Al Paul Lefton Co., inc. © 10Sep51; KK71250.

AMERICAN BRAKE SHOE COMPANY ©.

Cushions the load at half the cost. N-B-M Silver Babbitt performance proves profitable to industry. (Bearing lining metal) Adv. from Mill & factory, May 1951, p. 213. Appl. author: Fuller & Smith & Ross, inc. © 1May51; KK69406.

AMERICAN BRAKE SHOE COMPANY. ELECTRO-ALLOYS DIVISION ©.

Thermalloy heat treat pots in stock shapes and sizes. X-ray tested. Sizes available. (Heat resistant alloy castings) Folder. Appl. author: Edward M. Marker. © 15Dec50; KK68873.

New enclosed roll neck assembly with A-B-K bearings for more efficient mill operation. Adv. from Iron and steel engineer, Mar. 1952, p. 154. Appl. author: Edwin J. Howe. © The American Brake Shoe Co.; 20Feb52; KK71912.

Tomorrow's stops start here today. American Brakeblok brake lining. Adv. from Detroit supercharger, Jan. 1952, p. 17. Appl. author: Edwin J. Howe. © The American Brake Shoe Co.; 1Jan52 (in notice: 1951); KK70813.

ALLSTATE INSURANCE COMPANY ©.

Here's a real nervous wreck. (Automobile insurance) Adv. from the Saturday evening post, Apr. 19, 1952, p. 142. © 16Apr52; KK73071.

Meet the late Jim White. (Automobile insurance) Adv. from the Saturday evening post, May 24, 1952, p. 150. © 21May52; KK74487.

AMERICAN BRUSH CORPORATION ©.
The easy way to hang wallpaper.
(Wallpaper brushes) Poster.
© 12May52; KK74495.

AMERICAN CIGARETTE AND CIGAR COMPANY ©.
Guard against throat-scratch, enjoy the smooth smoking of fine tobaccos. Pall Mall famous cigarettes. Adv. from Life, Jan. 7, 1952, p. 45. Appl. author: Sullivan, Stauffer, Colwell & Bayles, inc. © 7Jan52 (in notice: 1951); KK69474.

Guard against throat-scratch. Enjoy the smooth smoking of fine tobaccos. Pall Mall famous cigarettes. Adv. from Collier's, May 10, 1952, p. 37. Appl. author: Sullivan, Stauffer, Colwell & Bayles, inc. © 10May52; KK73104.

Guard against throat-scratch. Enjoy the smooth smoking of fine tobaccos. Smoke Pall Mall, the cigarette whose mildness you can measure. Adv. from Life, Dec. 10, 1951, p. 74. Appl. author: Sullivan, Stauffer, Colwell & Bayles, inc. © 10Dec51; KK72587.

AMERICAN CRANBERRY EXCHANGE, INC. ©.
Eatmor fresh cranberries. 1 lb. net wt. (Cellophane bag) Label.
© 12Nov51; KK70560.
Eatmor fresh cranberries. 1 lb. net wt. (Window box) Label.
© 12Nov51; KK70561.

AMERICAN EXPORT LINES, INC. ©

Tips on travel by Bradley Weston. Biarritz and the Basque country, bewitching combination in the fall. (Steamship travel) Adv. from the New York times, May 2, 1952, p. 4. Appl. author: Cunningham & Walsh, inc. © 2May52; KK73063.

Tips on travel by Bradley Weston. Do you need a new excuse for a celebration? (Steamship travel) Adv. from New York herald tribune, May 13, 1952, p. 2. Appl. author: Cunningham & Walsh, inc. © 13May52; KK74424.

Tips on travel by Bradley Weston. Eating and singing, two main industries in Naples, a sun-liner stop on the Mediterranean express. (Travel) Adv. from the New York times, Apr. 11, 1952, p. 4. Appl. author: Cunningham and Walsh, inc. © 11Apr52; KK72929.

Tips on travel by Bradley Weston. For bullfighting, bouillabaisse and browsing, sail to the Mediterranean and southern France. (Steamship travel) Adv. from the New York times, Apr. 6, 1952, p. 28. Appl. author: Cunningham and Walsh, inc. © 6Apr52; KK72217.

Tips on travel, by Bradley Weston. Have you ever heard the inside story? (Steamship travel) Adv. from New York herald tribune, May 27, 1952, p. 2. Appl. author: Cunningham & Walsh, inc. © 27May52; KK73980.

Tips on travel by Bradley Weston. A heart-to-heart talk with Commodore Isaac Hull ... (Steamship travel) Adv. from Time magazine, Apr. 21, 1952, p. 19. Appl. author: Cunningham and Walsh, inc. © 25Apr52; KK72777.

Tips on travel, by Bradley Weston. If you've missed the boat to Europe. (Steamship travel) Adv. from New York herald tribune, June 10, 1952, p. 4. Appl. author: Cunningham & Walsh, inc. © 10Jun52; KK74315.

Tips on travel by Bradley Weston. Italy's glamorous eastern Riviera harbors paradise in three easy lessons. (Steamship travel) Adv.

from the New York times, May 4, 1952, p. 38. Appl. author: Cunningham & Walsh, inc. © 4May52; KK73107.

Tips on travel, by Bradley Weston. Sicily is an island of ice cream, colorful carts, oranges and children. Adv. from New York times, Apr. 17, 1952, p. 4. Appl. author: Cunningham & Walsh, inc. © 17Apr52; KK72521.

Tips on travel, by Bradley Weston. You can sail into central Europe (well, nearly) on the southern route opened by Hercules. Adv. from Saturday evening post, May 24, 1952, p. 140. Appl. author: Cunningham & Walsh, inc. © 21May52; KK73935.

AMERICAN EXTRUDED PRODUCTS COMPANY.
Here's how easy it is to sell lengths and lengths of Ampco Realite plastic garden hose. Folder.
© The American Extruded Products Co.; 20Mar52; KK72295.

AMERICAN FAMILY BOOK CLUB.

The only club that brings you best-sellers for just 39¢. (Books) Folder. © American Family Book Club, a subsidiary of Anglobooks, a proprietorship solely owned by Richard Weber; 9Jun52; KK74812.

AMERICAN FIXTURE AND MANUFACTURING COMPANY ©.

AFD quality dinette and kitchen furniture. Folder. Appl. author: Milton H. Larson. © 1Mar52; KK74215.

Beau monde studio manikins. (Display equipment) Portfolio. Appl. author: Milton H. Larson. © 20Dec51; KK70164.

Display makes them look, makes them buy, makes you profits. This is your buying guide for essential display equipment ... 16 p. Appl. author: Milton H. Larson. © 25Feb52; KK71498.

It's new ... it's versatile for displaying men's wear. It displays more items at low cost. (Display equipment) Folder. Appl. author: Milton H. Larson. © 15Jan52; KK70166.

Korrek-way displays. Stop traffic at your windows, in your store, at the point of sale. (Display equipment) 16 p. Appl. author: Milton H. Larson. © 25Feb52; KK71505.

AMERICAN LEGION.

Emblem catalog 1952. National headquarters, Indianapolis, Indiana. (Official Legion and Auxiliary merchandise) 47 p. Appl. author: C. A. Morris. © The American Legion; 25Feb52; KK71596.

For Memorial Day. Dear Comrade: Prepare now for Memorial Day. (Flags, Legion shirts, caps, etc.) Folder. Appl. author: C. A. Morris. © The American Legion; 4Apr52; KK72199.

New millinery display heads. (Display equipment) Folder. Appl. author: Milton H. Larson. © 15Jan52; KK70163.

Now available. A modern outdoor illuminated double-faced Plexiglas sign. Sheet. Appl. author: C. A. Morris. © The American Legion; 20Feb52; KK70702.

Order blank for athletic equipment and sportswear. Sheet. Appl. author: C. A. Morris. © The American Legion; 21Mar52; KK71539.

Order blank for Memorial Day supplies. (Memorial wreaths) Sheet. Appl. author: C. A. Morris. © The American Legion; 4Apr52; KK72202.

Uniforms for junior baseball teams and Legion softball teams. (Uniforms, emblems, trophies and medals) Folder. Appl. author: C. A. Morris. © The American Legion; 21Mar52; KK71538.

AMERICAN LIQUID GAS CORPORATION ©.

The Algas converter model 1500 brings greater efficiency to all butane-propane conversions. (Carburetor equipment) Sheet. © 15Mar52; KK72017.

AMERICAN MOLASSES COMPANY ©.

Presenting Practo-Ice powdered. The one powdered basic ingredient for all types of icings for all bakery products. Folder. © 21Apr52; KK73060.

AMERICAN OPTICAL COMPANY ©.

Calobar sun glasses: 1952. Folder. Appl. author: Federal Advertising Agency, inc. © 20Feb52; KK70870.

Finest under the sun; A0 Cosmetan combination Polaroid. (Sun glasses) Folder. Appl. author: Federal Advertising Agency, inc. © 17Dec51; KK68911.

New A0 Polaroid sun glass line now ready. Stop the glare, light to wear. Full 40 o/o profit. Order early. 4 big profit-loaded deals. Adv. from Drug topics, Dec. 17, 1951, p. 22-23. Appl. author: Federal Advertising Agency, inc. © 17Dec51; KK69242.

AMERICAN OSSACRYL COMPANY ©.

Prostheses and instruments technique Drs. J. & R. Judet for femur and humerus. Ossacryl. 20 p. Appl. author: Max Rosenstein. © 31Dec51; KK70384.

AMERICAN POULTRY AND HATCHERY FEDERATION ©.

The care of baby chicks. Send one to every customer. This booklet tells your chick customers what to do before and after they receive your chicks. 11 p. Appl. author: Donald Mason Turnbull. © 21Jan52; KK71618.

Code of ethics. We are a member of: American Poultry & Hatchery Federation. Season's greetings. Please accept the 1952 poultry profits calendar ... Calendar. Appl. author: Donald Mason Turnbull. © 5Oct51; KK71617.

AMERICAN PRISMATIC GLASSES, INC. ©.

Prisma glasses for your relaxing hours. These are the ingenious new glasses which comfortably angle your vision for reclined reading and televiewing. Folder. Appl. author: Clarence S. Warner. © 23Apr52; KK73014.

AMERICAN PROCESSING COMPANY.

Oliver nutri-marine condensed fish solubles. Label. © American Processing Co., Lawrence Oliver; 15Feb52; KK70626.

Oliver super-marine fertilizers condensed fish solubles. Label. © American Processing Co., Lawrence Oliver; 15Feb52; KK70625.

AMERICAN RADIATOR AND STANDARD

SANITARY CORPORATION ©.

Ratings, data and dimensions for American Standard boilers, radiators, convectors, conversion burners, water heaters, accessories. 106 p. Appl. author: Advertising Dept., American Radiator. © 15Feb52; KK70484.

AMERICAN TOBACCO COMPANY ©.

Be happy, go Lucky. Here's why Luckies taste better. Lucky Strike cigarettes. Adv. from Collier's, Jan. 12, 1952, p. 4 of cover. Appl. author: Tessie M. Krause. © 4Jan52; KK69559.

AMERICAN TOBACCO COMPANY ©. Cont'd.

Be happy, go Lucky. Luckies taste better. Lucky Strike means fine tobacco. (Cigarettes) Adv. from Michigan state news, East Lansing, Mich., Nov. 27, 1951. Appl. author: Tessie M. Krause. © 27Nov51; KK69563.

Beneath the tree, in stockings, too, this carton's bright and gay. Lucky Strike. (Cigarettes) Adv. from Life, Dec. 24, 1951. Appl. author: Tessie M. Krause. © 21Dec51; KK69561.

Burley varieties offer different characteristics. Tobacco varieties differ from each other ... Adv. from the Kentucky farmer, Jan. 1952, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co., inc.; 1Jan52 (in notice: 1951); KK69306.

Discriminating people prefer Herbert Tareyton. Miss Chesbrough L. Hall ... (Cigarettes) Adv. from Collier's, Jan. 26, 1952, p. 65. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 26Jan52; KK69650.

Discriminating people prefer Herbert Tareyton. Miss Denise Lawson-Johnston ... (Cigarettes) Adv. from Collier's, Mar. 22, 1952, p. 79. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 22Mar52; KK71473.

Discriminating people prefer Herbert Tareyton. Mr. and Mrs. James Locke ... (Cigarettes) Adv. from Collier's, Apr. 5, 1952, p. 67. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 28Mar52; KK72893.

Discriminating people prefer Herbert Tareyton. Mr. Hartley Ramsay. Herbert Tareyton cigarettes. Adv. from Ladies' home journal, Feb. 1952, p. 121. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 25Jan52; KK69916.

Discriminating people prefer Herbert Tareyton. Mrs. Robert B. Case ... Herbert Tareyton cigarettes. Adv. from the Saturday evening post, May 3, 1952, p. 89. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 13Apr52; KK73018.

Discriminating people prefer Herbert Tareyton. Mrs. Weston Bigelow ... (Cigarettes) Adv. from Collier's, June 7, 1952, p. 79. Appl. author: The M. H. Hackett Co. © The American Tobacco Co.; 13May52; KK74486.

Good tobacco barns mean greater profits. (Tobacco research) Adv. from the Southern planter, Feb. 1952. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Feb52 (in notice: 1951); KK70802.

Make it a happy-go-Lucky Christmas. Give cartons of Luckies this year. Luckies taste better than any other cigarette. Adv. from Life, Dec. 24, 1951. Appl. author: Tessie M. Krause. © 21Dec51; KK69560.

Make it a happy-go-Lucky Christmas. Luckies taste better than any other cigarette. Lucky Strike. Adv. from Life, Dec. 17, 1951. Appl. author: Tessie M. Krause. © 14Dec51; KK68891.

Make it a happy-go-Lucky Christmas. Lucky Strike. (Cigarettes) Adv. from Life, Dec. 10, 1951. Appl. author: Tessie M. Krause. © 7Dec51; KK68906.

Millions of hungry insects have big appetites for tobacco. (Tobacco research) Adv. from the Southern planter, May 1952, p. 15. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1May52; KK73462.

A new approach to Black Shank control. (Tobacco research) Adv. from the Kentucky farmer, Feb. 1952, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co., inc.; 1Feb52; KK70089.

Right use of fertilizer means better burley. (Tobacco research) Adv. from the Kentucky farmer, Apr. 1952, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co., inc.; 1Apr52; KK72250.

Root-knot and root-rot, twin threats to tobacco. (Tobacco research) Adv. from the Southern planter, Mar. 1952, p. 11. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Mar52 (in notice: 1951); KK71718.

Since Christmas shopping days are here ... Lucky Strike. (Cigarettes) Adv. from Life, Dec. 10, 1951. Appl. author: Tessie M. Krause. © 7Dec51; KK68907.

Some folks give gifts ... Luckies taste better, so be happy, go Lucky. Lucky Strike. (Cigarettes) Adv. from Playbill. Appl. author: Tessie M. Krause. © 3Dec51; KK68905.

Spacing and topping affect quality, quantity of flue-cured tobacco. (Tobacco research) Adv. from the Southern planter, Apr. 1952, p. 9. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Apr52; KK72790.

The story of the fight against blue mold. (Tobacco research) Adv. from the Southern planter, Jan. 1952, p. 7. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co., inc.; 1Jan52 (in notice: 1951); KK69772.

Successful tobacco crops begin in healthy plant beds. (Tobacco research) Adv. from the Kentucky farmer, Mar. 1952, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co., inc.; 1Mar52 (in notice: 1951); KK71643.

Wild tobacco species contribute to success of resistant varieties. (Tobacco research) Adv. from the Kentucky farmer, Mar. 1952, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co., inc.; 1May52; KK73102.

AMERICAN ZINC PRODUCTS.

Presents, super-ground Lith-Rite litho plates. The super surface, for super service. (Lithograph plates) Sheet. Appl. author: Applegate Advertising Agency. © The American Zinc Products; 15May52; KK74059.

AMERICA'S FUTURE, INC. ©.

Stop, look, and listen with John T. Flynn, dynamic foe of socialism ... (Broadcast reprints) Folder. © 12Mar52; KK72894.

AMES, K. Lyman, d.b.a. Offers. SEE Offers.

AMOS, JAMES.

Pearl Bailey entertains. KK69957. SEE Columbia Records, inc.

AMOUR, Frederic D. and Sol J. Berger, d.b.a. Berger-Amour. SEE Berger-Amour.

AMPLEX MANUFACTURING COMPANY.

Don't let copper restrictions stump you. Iron base Oillite gives you top bearing performance. Adv. from Textile industries, Apr. 1952, p. 167. © Amplex Manufacturing Co., subsidiary of Chrysler Corp.; 1Apr52; KK73885.

ANABLE, ANTHONY.

Annual report, 1951. KK74357. SEE Dorr Company.

ANCIENT AGE DISTILLING COMPANY.

For double A hosts, Ancient Age, the noblest bourbon of them all. Straight Kentucky 5 years old. (Straight bourbon whiskey) Adv. from Chicago daily sun-times, Jan. 28, 1952, p. 48. Appl. author: William H. Weintraub & Co., inc. © Schenley Distillers, inc., also d.b.a. Ancient Age Distilling Co.; 28Jan52; KK71684.

ANDERSON, CLELLAND IRVEN.

Carrot top. (Clothing) Label. © Clelland Irvan Anderson, a.k.a. Les Anderson; 25Aug51; KK70273.

ANDERSON, H. A.

Anchor-Waldron overload cut-outs. KK72554. SEE Waldron (John) Corporation.

ANDERSON, Les. SEE Anderson, Clelland Irvan.

ANDERSON (V. D.) COMPANY.

Engineering guide for the proper application of Anderson Hi-ef purifiers. Pamphlet. Appl. author: Walter Don Will. © The V. D. Anderson Co.; 20Nov51; KK69330.

Extracting vegetable oils with Expellers, solvent, Exsolx process. 52 p. Appl. author: Walter Don Will. © The V. D. Anderson Co.; 28Dec51; KK68752.

ANDERSON (W. E.) INC. ©.

Introducing metered cost control for O₂ therapy. And-O-Meter. Folder. Appl. author: Raymond Carolton Webster. © 24Mar52; KK72733.

ANDERSON COMPANY.

Anco AVR automatic vacuum wiper motor regulator. (Windshield wiper) Sheet. © The Anderson Co.; 27May52; KK74322.

Anco all-distributors' all-time uniform merchandise bonus offer. (Windshield wiper blades, arms, motors, etc. for automobiles) 4 p. © The Anderson Co.; 8Feb52; KK70440.

Anco automatic vacuum wiper motor regulator. (Windshield wiper) Label. © The Anderson Co.; 27May52; KK74320.

Anco distributor's salesman's pay-raiser report. How you earn long-wanted prizes easily with this new pay-raiser prize plan. (Windshield wiper blades, arms, etc.) Sheet. © The Anderson Co.; 26Mar52; KK72870.

Automatic Anco vacuum regulator, on in a minute. (Windshield wiper) Poster. © The Anderson Co.; 6Jun52; KK74323.

Easy way to install Anco AVR automatic vacuum regulator. (Windshield wiper) Sheet. © The Anderson Co.; 27May52; KK74321.

Easy way to put on alternate crank fixtures. Anco Maxi-Vac models MV-3 or MV-5N motors. (Windshield wiper motors) Sheet. © The Anderson Co.; 23Feb52 (in notice: 1951); KK71662.

Easy way to put on Anco Maxi-Vac model MV-1A or MV-1B motors. (Windshield wiper motors) Sheet. © The Anderson Co.; 23Feb52 (in notice: 1951); KK71663.

Easy way to put on Anco Maxi-Vac model MV-2 motor. (Windshield wiper motors) Sheet. © The Anderson Co.; 23Feb52 (in notice: 1951); KK71664.

ANDERSON COMPANY. Cont'd.

- Easy way to put on Anco Maxi-Vac model MV-3 motor. (Windshield wiper motors) Sheet. © The Anderson Co.; 23Feb52 (in notice: 1951); KK71665.
- Easy way to put on Anco Maxi-Vac model MV-4 motor. (Windshield wiper motors) Sheet. © The Anderson Co.; 23Feb52 (in notice: 1951); KK71659.
- Easy way to put on Anco Maxi-Vac model MV-5N motor. (Windshield wiper motors) Sheet. © The Anderson Co.; 23Feb52 (in notice: 1951); KK71660.
- Easy way to put on Anco Maxi-Vac model MV-5T motor. (Windshield wiper motors) Sheet. © The Anderson Co.; 23Feb52 (in notice: 1951); KK71658.
- Easy way to put on Anco windshield washer primer valve. (Windshield wiper motors) Sheet. © The Anderson Co.; 13Mar52; KK71704.
- Easy way to put on crank double swivel when specified on Anco Maxi-Vac models MV-4 and MV-5T. (Windshield wiper motors) Sheet. © The Anderson Co.; 23Feb52 (in notice: 1951); KK71661.
- Economy refills make your customer's clear-flex & fog-wiper blades cost less to use. Like new again. Anco. Sheet. (Form Oh-0319, Rev. 3/52) © The Anderson Company; 14Apr52; KK72483.
- Here are blank shipping labels for no charge AVR Santa Claus counter display easel ... (Windshield wiper) Card. © The Anderson Co.; 6Jun52; KK74324.
- Junior merchandiser service cabinet with Speed Pad service. Anco. (Windshield wiper blades & arms & glass cleaning tool for automobiles) Sheet. (Form Oh-0281) © The Anderson Co.; 10Jun52; KK74881.
- Now, in a single dealer foundation unit. Anco clean-sweep service. Complete windshield wiper blade and arm replacements for all cars with flat or curved windshields. Sheet. © The Anderson Co.; 8Jan52 (in notice: 1951); KK69812.
- Now, the new Anco Clean Sweep windshield wiper service. SS Re-arm assortment, DL Re-arm assortment, Show-down blade assortment. 4 p. © The Anderson Co.; 15Nov51; KK68998.
- Now the quickest and slickest wiper blade installation you ever saw. Your Anco supplier has it for you. (Windshield wiper blades and arms) Card. © The Anderson Co.; 26Apr52; KK72810.
- Passenger car check sheet for Anco wiper blades and arms. (Windshield wipers) Pamphlet. © The Anderson Co.; 15Nov51; KK68997.
- Re-arm your customers' cars with new Anco Pressure Control arms. Dead blades make dead drivers. (Windshield wipers) Sheet. © The Anderson Co.; 15Nov51; KK68999.
- 260,000 dealers who know will tell you. Anco blades are quickest, easiest to put on. (Windshield wiper blades and arms for automobiles) Sheet. © The Anderson Co.; 19Jan52 (in notice: 1951); KK69774.

ANGELO, MICHAEL.

Bonnie Brae pure preserves. Strawberry. KK71485. SEE Southwest Food Products Company.

ANGLOBOOKS; American Family Book Club, subsidiary. SEE American Family Book Club.

ANIMAL TRAP COMPANY OF AMERICA ©.

- The easy to set mouse trap. Easy-Set. Label. Appl. author: Huckins-Smith, inc. © 4Oct50; KK72889.
- Little Champ mouse traps. If they nibble, they're caught with Little Champ mouse traps. Two doz. Label. Appl. author: Huckins-Smith, inc. © 22Aug50; KK71890.
- The method used by the Pled Piper won't work today, but a Holdfast sensitive, four-way rat trap will kill rats for you everyday. Label. Appl. author: Huckins-Smith, inc. © 29Jan47 (in notice: 1946); KK71991.
- Mice contaminate food, are destructive, spread disease. Use Auto-Set sensitive mouse traps. Label. Appl. author: Huckins-Smith, inc. © 29Jan47 (in notice: 1946); KK71986.
- Newhouse coyote bait. Highly concentrated. Net 1/2 ounce. cCarton. Label. Appl. author: Huckins-Smith, inc. © 23Jan47 (in notice: 1946); KK71990.
- Newhouse coyote bait. Highly concentrated. Net 1/2 ounce. cTube. Label. Appl. author: Huckins-Smith, inc. © 23Jan47 (in notice: 1946); KK71988.
- Newhouse safety coyote killer. One outfit. Includes gun, safety setter, stake, 10 cartridges and bait. Label. Appl. author: Huckins-Smith, inc. © 23Jan47 (in notice: 1946); KK71989.
- Newhouse coyote killer cartridges. 25. Label. Appl. author: Huckins-Smith, inc. © 23Jan47 (in notice: 1946); KK71987.
- One Newhouse safety coyote killer complete with gun and stake. Label. Appl. author: Huckins-Smith, inc. © 23Jan47 (in notice: 1946); KK71985.
- They're okay, folks. One dozen handy and easy to set Victor 4 in 1 plastic mouse traps. Label. Appl. author: Huckins-Smith, inc. © 1Apr47; KK71891.
- ANNESTEDT, Ruby D., Stanley W. Anstedt and Margaret M. Spratley, d.b.a. D. S. S. Broilers. SEE D. S. S. Broilers.
- ANNESTEDT, Stanley W., Ruby D. Anstedt and Margaret M. Spratley, d.b.a. D. S. S. Broilers. SEE D. S. S. Broilers.
- ANNIN, G. E.
It takes water to produce eggs and meat. Planned water as a key to bigger, healthier birds and greater egg production. KK69423. SEE Wisconsin Advertising Service.
- ANTENEX COMPANY ©.
The complete line of quality antennas & accessories. Vision master. (Television antennas) 11 p. Appl. author: Ashby Howard Starr. © 24Jan52; KK70013.
- ANTI-HYDRO WATERPROOFING COMPANY ©.
Monolithic non-dusting concrete floor specifications. The Haussling system produces hard, non-dusting, heavy-duty monolithic concrete floors. (Waterproofing liquid) Sheet. Appl. author: Mortimer W. Meyer. © 15Feb52; KK70737.
- ANTRO GARDENS, INC. ©.
Antro Gardens plant food. Contents: 4 fl. oz. Label. Appl. authors: Frank Trombino and Anthony A. Iati. © 24Apr52; KK73811.
- APEX ELECTRICAL MANUFACTURING COMPANY ©.
Cleaner dishes with Dish-a-matic's hotter water. Apex Dish-a-matic

automatic dishwashers. Folder. Appl. author: Meldrum and Fewsmith, inc. © 16Mar51; KK72989.

Everybody wants automatic dishwashing. Now there's nothing to stop you. The Apex Dish-A-Matic roll a way dishwasher. Folder. Appl. author: Meldrum and Fewsmith, inc. © The Apex Electrical Manufacturing Co.; 1May52; KK73451.

Extral Extral Apex scoops the entire washer industry. Announces biggest value news of the year. It's a full family-size, quality Apex spiral dasher washer with finest automatic safety wringer. Folder. Appl. author: Meldrum and Fewsmith, inc. © 26Dec51; KK72990.

New washday freedom. Apex automatic gas clothes dryer. Push-button sunshine right in your home. Folder. Appl. author: Meldrum and Fewsmith, inc. © 29Sep51; KK72988.

Presenting the world's most economical washer. The all-new Apex Wash-A-Matic automatic washer. Folder. Appl. author: Meldrum and Fewsmith, inc. © The Apex Electrical Manufacturing Co.; 1May52; KK73450.

There's a big savings in our store for you, and a free gift, too. Apex saves you \$4.00 in this home laundry combination sale. (Washer) Folder. Appl. author: Meldrum and Fewsmith, inc. © 8Jun51; KK72991.

Think twice about that new washer and you'll choose an Apex spiral dasher washer. Folder. Appl. author: Meldrum and Fewsmith, inc. © 15Jan52; KK72992.

APPLE, ALBERT G.

Clients we have served. KK70286.
SEE Apple-Cole Company.

APPLE-COLE COMPANY ©.

Clients we have served. (Going businesses, commercial or industrial) Folder. Appl. author: Albert G. Apple. © 1Feb52; KK70286.

APPLGATE ADVERTISING AGENCY.

All-purpose refrigerator and freezer jars, with Ball Dome cap ... KK74296. SEE Ball Brothers Company.

Durham, the winner after 10,500 socks from a 40 lb. sack. KK74025. SEE Durham Manufacturing Corporation.

Home canners: For premium protection, get the lid with the difference. KK73321 ... SEE Ball Brothers Company.

Home canning hints by Lucina Ball. KK73666 ... SEE Ball Brothers Company.

Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. KK69773 ... SEE Applegate Advertising Agency.

The Overhead Door. KK70493 ... SEE Overhead Door Corporation.

Presents, super-ground Lith-Rite litho plates. KK74059. SEE American Zino Products.

Simplify home-canning instructions by using Ball Dome lids. KK72363. SEE Ball Brothers Company.

ARBEE (REX BELL) AGENCY, INC.

Stop costly rust, rot, deterioration, with formula L. K. R. KK70364. SEE L. K. R. Chemical Products Corporation.

ARCADY FARMS MILLING COMPANY ©.

Cows need sweet mix to make milk; steers need sweet mix to make meat. To make money, feed this clean, recommended way. New Purdue cattle supplement A contains Arcady sweet mixing feed. Folder. Appl. author: Biddle Co. © 11Apr52; KK72716.

ARCADY FARMS MILLING COMPANY ©. Cont'd.

History was made right here ...
Arcady sweet mixing feed did the
job. Folder. Appl. author:
Biddle Co. © 3Jun52; KK74771.
We're on a ration to gain weight
and production. (Poultry feeds,
hog feeds and sweet mix) Folder.
Appl. author: Biddle Co. © 24Jan52;
KK70294.

ARCHER-DANIELS-MIDLAND COMPANY ©.

Archer Booster feed, super-treated
with Boostryn. 100 lbs. (Poultry
and livestock feeds) Label.
© 20Sep51; KK68986.

Archer Booster feed, super-treated
with Boostryn. 100 lbs. net. All-
purpose concentrate. (Livestock
and poultry feeds) Label.
© 10Oct51; KK69253.

Archer-ized Booster feed, super-
treated with Boostryn. 100 lbs.
(Poultry and livestock feeds) Label.
© 20Sep51; KK68987.

Booster feed, super-treated with
Boostryn. 100 lbs. (Poultry and
livestock feeds) Label.
© 20Sep51; KK68985.

ARCHIE, DOMINICK ©.

Chiks. Processed garabanzas and
habesha. (Food) Label.
© 13Feb52; KK70464.

ARCHIBALD, R. M., owner Independent
Specialties. SEE Independent Spe-
cialties.

ARDALT, INC. ©.

Daliso Lustro at all major gift shows.
(Vases, lamp bases, chinaware,
tableware, flowerpots, jars, fig-
urines & statuettes) Adv. from the
Gift and art buyer, Feb. 1952, p.
3. Appl. author: Leon A. Arditti.
© 15Feb52; KK74331.

Egitantico, ancient Egyptian. The
house of Ardalt. (China lamp bases,
ash trays, etc.) Sheet. Appl.
author: Leon A. Arditti. © 15Jan52;
KK73740.

Fabulous imports, Capotrafo, Lenwile
China ... (China lamp bases) Sheet.
Appl. author: Leon A. Arditti.
© 15May52; KK73862.

Lenwile china Bisque at all major
gift shows. (Ash trays & cigarette
boxes of different configurations)
Sheet. Appl. author: Leon A.
Arditti. © 15Apr52; KK72681.

Lenwile china Sunbow in rainbow colors
with dazzling sunbursts of fine
gold. (Ash trays & cigarette boxes
of different configurations) Sheet.
Appl. author: Leon A. Arditti.
© 15Mar52; KK72680.

ARDITTI, LEON A.

Daliso Lustro at all major gift shows.
KK74331. SEE Ardalt, inc.

Egitantico, ancient Egyptian. KK73740.
SEE Ardalt inc.

Fabulous imports, Capotrafo, Lenwile
China ... KK73862. SEE Ardalt, inc.

Lenwile china Bisque at all major
gift shows. KK72681. SEE Ardalt,
inc.

Lenwile china Sunbow in rainbow colors
with dazzling sunbursts of fine
gold. KK72680. SEE Ardalt, inc.

ARMA-KOTE PRODUCTS, INC. ©.

Plastic roof cement. Contents: 1 gal-
lon. Label. Appl. author: Adam
Siodlowski. © 1May52; KK74566.

ARMOUR AND COMPANY ©.

Dial soap keeps complexions clearer
by keeping skin cleaner. (Girl
looking to her left; bar of Dial
soap) Adv. from McCall's, Dec.

1951, p. 131. Appl. author:
Catherine M. Haynie. © 28Nov51;
KK71854.

Dial soap keeps complexions clearer
by keeping skin cleaner. (Girl
looking to right; bar of Dial soap)
Adv. from Ladies' home journal,
Nov. 1951, p. 91. Appl. author:
Catherine M. Haynie. © 28Oct51;
KK71852.

Dial soap keeps complexions clearer
by keeping skin cleaner. (Girl
looking up at man in bubble; bar
of Dial soap) Adv. from Ladies'
home journal, Jan. 1952, p. 68.
Appl. author: Catherine M. Haynie.
© 28Dec51; KK71853.

Even in winter, everyone perspires.
Dial soap removes the cause of per-
spiration odor. (Girl in yellow
blouse and plaid skirt playing ping-
pong) Adv. from Puck, the comic
weekly (Chicago herald American),
Dec. 2, 1951, p. 8. Appl. author:
Catherine M. Haynie. © 2Dec51;
KK69053.

Mild as May, keeps you fresh all day!
Dial soap removes the cause of
perspiration odor. (Golf scene;
large bar of Dial soap in color)
Adv. from Chicago Sunday Tribune,
comic magazine, May 18, 1952, p. 10.
Appl. author: Catherine M. Haynie.
© 18May52; KK74420.

Protects you in the nicest way. Dial
soap removes the cause of perspi-
ration odor. (Girl playing ping
pong on left; large bar of Dial soap
on right) Adv. from Chicago herald-
American, Apr. 27, 1952, the comic
weekly, p. 2. Appl. author: Cath-
erine M. Haynie. © 27Apr52; KK73554.

Remember, you perspire in winter, too!
Dial soap removes the cause of
perspiration odor! Dial deodorant
bath and toilet soap. Adv. from
Puck, the comic weekly (Boston
advertiser) Feb. 3, 1952, p. 4.
Appl. author: Catherine M. Haynie.
© 3Feb52; KK70296.

Surest way to stay fresh all day.
Dial soap removes the cause of
perspiration odor. (Bowling scene
and cake of Dial soap near line
drawing of girl under shower) Adv.
from Detroit times, Mar. 30, 1952,
comic weekly, p. 7. Appl. author:
Catherine M. Haynie. © 30Mar52;
KK72174.

You need protection in winter, too.
Dial soap removes the cause of per-
spiration odor. (Public conveyance
scene) Adv. from Puck, the comic
weekly (New York Journal-American)
Jan. 6, 1952, p. 4. Appl. author:
Catherine M. Haynie. © 6Jan52;
KK69494.

ARMSTRONG, WALTER.

Catalogue of parts, SG, Miller 19 x
25 automatic printing press;
KK69409. SEE Miller Printing Ma-
chinery Company.

ARMSTRONG CORK COMPANY ©.

New Armstrong's Corkwall, a thin
gauge decorative cork wall
covering. Folder. © 18Feb52;
KK71372.

ARMSTRONG MACHINE WORKS ©.

The Armstrong steam trap book. A
catalog and educational handbook
on condensate drainage. 44 p.
Appl. author: Marshall G. Walther.
© 15Dec51; KK72813.

ARNDT (JOHN FALKNER) COMPANY, INC.

Change your mats every month. KK74551.
SEE Aatell and Jones, inc.

Perspective by Drexel. KK74224. SEE
Drexel Furniture Company.

ARNOLD, KENNETH A. ©.

Perma-Ski. The permanent all-snow
temperature airplane ski treatment.
Perma-Ski is the new permanent
miracle brush-on treatment for all
types of aircraft ... Label.
© 16Dec51; KK68826.

ARNOLD (S. J.) COMPANY ©.

An increased span of more useful
life for paint jobs with Arnex.
(Paint products) Folder. Appl.
author: Isidor Morrison Jacobs.
© 15Jan52; KK70502.

ARNOLD BAKERS, INC. ©.

Arnold choc-chip cookies. Label.
© 14Apr52; KK72505.

Arnold fine white bread. Enriched,
double wrapped. Net weight 1 lb.
Label. © 10Jan52; KK72372.

Arnold raisin tea loaf. Thinly sliced.
Net weight 12 oz. Label. © 5Mar52;
KK72373.

ARONBERG, Bertha L. and Lester Aronberg,
d.b.a. Markal Company. SEE Markal
Company.ARONBERG, Lester and Bertha L. Aronberg,
d.b.a. Markal Company. SEE Markal
Company.

ARROWSMITH TOOL AND DIE COMPANY ©.

Beat high shipping costs and in-
stallation costs. Even a novice can
now install attractive, convenient
overhead garage doors. (Hardware)
Sheet. © 22Feb52; KK71162.

Put floating action on your garage
doors. (Hardware) Folder.
© 22Feb52; KK71165.

ART COLOR PRESS ©.

Service Dept. sales prize board.
(Automobile repairs) Card.
Appl. author: Charles W. Lasher,
Jr. © 25Aug51; KK69784.

ART GRUBER ASSOCIATES.

Paul Bunyan special, big 1 pound
pack. KK74260. SEE Dolly-Mae
Cookie Company, inc.

ARTMANN, MAYLOCK.

Here's where you get the very best.
KK69898. SEE Schmidt (C.) and
Sons, inc.

Pleasure bound, with the very best.
KK69899. SEE Schmidt (C.) and Sons,
inc.

Schmidt's of Philadelphia. KK72770.
SEE Schmidt (C.) and Sons, inc.

Serve the very best. KK72769. SEE
Schmidt (C.) and Sons, inc.

Take me home; I'm the very best.
KK72768. SEE Schmidt (C.) and
Sons, inc.

We serve the very best. KK69707.
SEE Schmidt (C.) and Sons, inc.

ASBESTOS MANUFACTURING COMPANY ©.

Any way you measure it Amco has the
edge. Amco safety rated brake
lining. Adv. from Jobber topics,
Nov. 1950, p. 34-35. Appl. author:
Van Auken, Ragland and Stevens.
© 15Nov50; KK70917.

Any way you measure it Amco safety
rated brake lining has the edge.
Brake lining, fan belts, clutch
facings, hose, car mats. Adv.
from Southern automotive journal,
Mar. 1951, p. 126-127. Appl.
author: Van Auken, Ragland and
Stevens. © 8Mar51; KK70918.

ASHE (WALTER) RADIO COMPANY ©.

Walter Ashe radio, television and
electronic equipment. Catalog;
1952. 160 p. Appl. author:
Orville H. Kettler. © 13Dec51;
KK70582.

ASPLUND, TORE.

New ways for old industries.
KK70848. SEE General Electric Company.

ASSOCIATED FOLDING BOX COMPANY ©.

The "999" N. Y. C. 1893. (Carton for pastry products) Label. (Dugan's train series, no. 3) Appl. author: Richard L. Evans. © 3Dec51; KK69793.

Old Ironsides 1832. (Carton for pastry products) Label. (Dugan's train series, no. 1) Appl. author: Richard L. Evans. © 3Dec51; KK69791.

The President 1859. (Carton for pastry products) Label. (Dugan's train series, no. 2) Appl. author: Richard L. Evans. © 3Dec51; KK69792.

The President Washington 1927. (Carton for pastry products) Label. (Dugan's train series, no. 5) Appl. author: Richard L. Evans. © 28Feb52 (in notice: 1951); KK71721.

Santa Fe Diesel. (Carton for pastry products) Label. (Dugan's train series, no. 4) Appl. author: Richard L. Evans. © 3Dec51; KK69794.

ASSOCIATED Products Division of General Foods Corporation. SEE General Foods Products. Associated Products Division.

ASTOR, Ara E. and Marilyn Astor, a partnership composing the Pilaf Company of California. SEE Pilaf Company of California.

ASTOR, Marilyn and Ara E. Astor, a partnership composing the Pilaf Company of California. SEE Pilaf Company of California.

ATKINSON PRODUCTS ©.

Fresh-O-Net. Contents: Fifteen, 15 grain capsules. (Food preservative) Label. Appl. author: William A. Biesman. © 2Jun52; KK74847.

Swish 'em and preserve 'em with Fresh-O-Net. (Food preservative) Folder. Appl. author: William A. Biesman. © 2Jun52; KK74846.

ATLANTIC-PACIFIC MANUFACTURING CORPORATION ©

Marine life saving equipment. Catalog 52. 16 p. © 2Jan52; KK70563.

ATLAS SUPPLY COMPANY ©.

Half of Byron, Mich., rides on Atlas tires, says Village President R. S. Houghton. Adv. from the Saturday evening post, Feb. 2, 1952, p. 73. Appl. author: McCann-Erickson, inc. © 30Jan52; KK72093.

The harder you use 'em the better you like Atlas tires, says P. D. Shoemaker of Jacksonville, Fla. Atlas tires, batteries, accessories. Adv. from the Saturday evening post, Mar. 29, 1952, p. 147. Appl. author: McCann-Erickson, inc. © 26Mar52; KK74607.

I drive 36,000 miles a year on Atlas tires, says Clark W. Crocker of Palo Alto, California. Adv. from Country gentleman. Appl. author: McCann-Erickson, inc. © 26Dec51; KK70748.

I ran a 30-year tire marathon, and Atlas came out on top, says I. E. Wild of Akron, Ohio. Atlas tires, batteries, accessories. Adv. from the Saturday evening post, Apr. 26, 1952. Appl. author: McCann-Erickson, inc. © 23Apr52; KK74608.

I treat 'em rough, but Atlas tires can take it, says William D. Decker of Pine Bush, N. Y. Adv. from the Saturday evening post, Mar. 1, 1952. Appl. author: McCann-Erickson, inc. © 27Feb52; KK72087.

I'll never forget old U66166A, says Edward C. Mann of Chicago, Illinois. Atlas tires, batteries, accessories. Adv. from the Saturday evening post, Oct. 20, 1951. Appl. author: McCann-Erickson, inc. © 17Oct51; KK70750.

One fill lasts all winter. Atlas Perma-Guard anti-freeze. Adv. from the Saturday evening post. Appl. author: McCann-Erickson, inc. © 7Nov51; KK70749.

Trade now for safe long-lasting Atlas tires. Atlas tires, batteries, accessories. Adv. from the Saturday evening post, May 10, 1952. Appl. author: McCann-Erickson, inc. © 7May52; KK74606.

Warehousing Atlas products. (Automobile tires and accessories) 48 p. Appl. author: John L. Briggs, Jr. © 30Dec51; KK69322.

AUDIENCE TESTED ADVERTISING, INC.
Kwikset mortiser, made of chrome molybdenum steel. KK74254. SEE Kwikset Locks, inc.

AUSTIN-GREENE, INC. ©.

No more key guessing. Identity Stay-fast key tabs. Label. Appl. author: Ben Greene. © 3Jan52; KK69634.

AUTO SPECIALTIES MANUFACTURING COMPANY ©.

Better malleable by modern methods. 11 p. Appl. author: Chester Ray Wold. © 2Jan51; KK69011.

AUTOCLAVE ENGINEERS, INC. ©.

A new series of standard valves and fittings for 9/16" x 5/16" tubing. Bulletin 5152. Sheet. Appl. author: Fred Gasche. © 12May52; KK74356.

Speed valves and fittings, for fast assembly of high pressure set-ups to 6000 P.S.I. Sheet. Appl. author: Fred Gasche. © 16May52; KK74101.

AUTOMATIC ELECTRIC COMPANY ©.

A separate P-A-X business telephone system brings new efficiency to every business organization. 7 p. © 26Dec51; KK69867.

AUTOMOTIVE SAFETY DEVICE COMPANY.

Create safety after sunset with a Becker emergency flare. Folder. Appl. author: Albert William Becker. © The Automotive Safety Device Co.; 7Mar52; KK71189.

Danger strikes at night. Don't take chances. You can prevent personal injury and property damage with the Becker safety after sunset motor vehicle door-flare. Sheet. Appl. author: Albert William Becker. © The Automotive Safety Device Co.; 8Mar52; KK71188.

AUTOMATIC SIGNAL DIVISION. SEE Eastern Industries, inc. Automatic Signal Division.

AUTRY, GENE ©.

Make a Gene Autry deputy badge. [Milk carton deputy badge cutout] Sheet. © 2May52; KK73418.

AVCO MANUFACTURING CORPORATION.

CROSLEY DIVISION ©.
Crosley radio service information. (Radio receivers) Folder. Appl. author: Walter F. Henize. Jan. 1952. © 22Jan52; KK74162. Apr. 1952. © 24Apr52; KK74163.

Crosley television service information. (Television receivers) Folder. Appl. author: Walter F. Henize. No. 402. © 5May52; KK74160. No. 438. © 27Nov51; KK74159. No. 439. © 31Dec51; KK74161. No. 443. © 6Jun52; KK74899.

AVON COSMETICS ©.

Avon cream lotion smoothes on so beautifully, csays: Dorothy Kirsten. Adv. from Good housekeeping, Apr. 1952, p. 151. Appl. author: Monroe F. Dreher, inc. © 15Mar52; KK72127.

Avon gifts for beauty, originality, variety. A wonderful array of rich-looking gifts ... Avon Cosmetics. Adv. from Life, Oct. 15, 1951, p. 18. Appl. author: Monroe F. Dreher, inc. © 12Oct51; KK68835.

Avon gifts for beauty, originality, variety. Gifts by Avon means there's a treasure for everyone on your list ... Avon Cosmetics. Adv. from Good housekeeping, Nov. 1951, p. 167. Appl. author: Monroe F. Dreher, inc. © 15Oct51; KK68836.

Gifts by Avon, for a merry Christmas to all. Avon's fine cosmetics and toiletries, while exquisitely packaged, are very moderately priced. Adv. from Good housekeeping, Dec. 1951, p. 45. Appl. author: Monroe F. Dreher, inc. © 15Nov51; KK68834.

The right lipstick means so much.

I choose mine the Avon way, csays: Ann Sothern. Adv. from Good housekeeping, Feb. 1952, p. 169. Appl. author: Monroe F. Dreher, inc. © 15Jan52; KK72129.

Selecting your right face powder is so easy the Avon way, csays: Rosalind Russell. Adv. from Good housekeeping, Mar. 1952, p. 167. Appl. author: Monroe F. Dreher, inc. © 15Feb52; KK72128.

AVON PRODUCTS, INC. ©.

Reach for more sales by having your products made by the Private Brand Division of Avon Products, Inc. (Cosmetics) Adv. from American perfumer & essential oil review, Feb. 1952, p. 84. Appl. author: Monroe F. Dreher, inc. © 15Feb52; KK73179.

AVON Veterinary Pharmaceutical Company, Division of Wen-Aire Sales. SEE Wen-Aire Sales. Avon Veterinary Pharmaceutical Company Division.

AYER (N. W.) AND SON, INC.

I was penny-wise, and pound-foolish. KK70261. SEE Hills Brothers Coffee, inc.

Make friends with Hills Bros. friendlier flavor. KK70256 ... SEE Hills Brothers Coffee, inc.

We're cup-wise now. KK70263. SEE Hills Brothers Coffee, inc.

When is coffee a bargain? KK70262. SEE Hills Brothers Coffee, inc.

B**B. S. F. AND D.**

Banish garbage forever. KK72167. SEE Mullins Manufacturing Corporation.

Certainly I have washed dishes ... KK73340. SEE Mullins Manufacturing Corporation.

8 ways to pay for your new Youngs-town kitchen and increase the value of your home. KK74773. SEE Mullins Manufacturing Corporation.

For your dream kitchen. The greatest helpers in kitchen history. Youngs-town kitchens. KK74776. SEE Mullins Manufacturing Corporation.

B. S. F. AND D. Cont'd.

The home owner's manual of kitchen planning and decorating ...
KK70102 ... SEE Mullins Manufacturing Corporation.

The house with a Youngstown kitchen is worth more. KK69499 ... SEE Mullins Manufacturing Corporation.

How does your kitchen measure up to this ideal? KK69966. SEE Mullins Manufacturing Corporation.

How to get the greatest enjoyment from your new dream kitchen. KK70101 ... SEE Mullins Manufacturing Corporation.

The Hudson dealer franchise and what it means to you. KK72165. SEE Hudson Motor Car Company.

Hudson for '52. KK68916. SEE Hudson Motor Car Company.

I don't know how we ever got along without it. KK73549. SEE Mullins Manufacturing Corporation.

Kitchen planning on a small budget, by Sally Gute. KK74832. SEE Mullins Manufacturing Corporation.

Let's face the facts about dishwashing! KK69965. SEE Mullins Manufacturing Corporation.

March 15-May 31, 1952. Special \$100 allowance. KK72171. SEE Mullins Manufacturing Corporation.

New. Greatest helpers in kitchen history. KK74772. SEE Mullins Manufacturing Corporation.

The new 1952 Youngstown kitchens Jet-Tower dishwasher with hydro-electric control. KK70734. SEE Mullins Manufacturing Corporation.

No other method can wash dishes so clean, so fast. KK72163 ... SEE Mullins Manufacturing Corporation.

The perfect all-year gift for her and 16 to choose from. Make her whole year happier ... with a Youngstown Kitchens cabinet sink ... Jet-Tower dishwashing ... automatic elimination of garbage. KK68850. SEE Mullins Manufacturing Corporation.

Presenting a fabulous new Hudson Hornet and a new, lower-priced running mate, the spectacular Hudson Wasp. KK68917. SEE Hudson Motor Car Company.

Quick facts about the Hudson dealer franchise. KK72168. SEE Hudson Motor Car Company.

See for yourself. All you want in your dream kitchen is here. KK69498 ... SEE Mullins Manufacturing Corporation.

Special \$100 allowance to purchasers. KK72170. SEE Mullins Manufacturing Corporation.

There had to be a better way to wash dishes. KK72166. SEE Mullins Manufacturing Corporation.

We never dreamed it would help our household so much. Mrs. William A. Green, Jr., prominent Dallas hostess. Youngstown Kitchens, Jet-Tower dishwasher. KK69566. SEE Mullins Manufacturing Corporation.

Why the fabulous Hudson Hornet is a winner. KK72164. SEE Hudson Motor Car Company.

Youngstown kitchens advertising manual. KK74778. SEE Mullins Manufacturing Corporation.

B/W CONTROLLER CORPORATION ©.

Flootless liquid level controls. (Electric controls) 36 p.
© 1Apr52; KK72072.

BABEE-TENDA CORPORATION.

Tumble-proof for lively babies.
Babee-Tenda safety chair. (Infant

furniture) Adv. from Parents' magazine, May 1947, p. 185.
Appl. author: Cora Geiger Newald.
© The Babee-Tenda Corp.; 25Apr47;
KK70673.

BABSON BROTHERS COMPANY ©.

Any man with almost any kind of machine can do a safe and satisfactory job of milking cows if he gives his machine enough help. The automatic Tug & Pull of Surge ... (Milking machine) Adv. from Veterinary medicine, Sept. 1951, p. 33. Appl. author: Ross-Roy-Fogarty, inc. © 15Aug51; KK71635.

If a cow's worth milking, she's worth milking right, the Surge way. (Milking machine) Adv. from American agriculturist, June 2, 1951, p. 15. Appl. author: Ross-Roy-Fogarty, inc. © 2Jun51; KK71634.

Let's get the cows up off the floor. Surge. (Milking machine) Adv. from Hoard's dairyman, Oct. 10, 1951, p. 4 of cover. Appl. author: Ross-Roy-Fogarty, inc. © 10Oct51; KK71633.

Protect your cows, protect your milk check. Switch to genuine Surge Tug & Pull. (Milking machine) Adv. from American agriculturist, Apr 21, 1951, p. 4 of cover. Appl. author: Ross-Roy-Fogarty, inc. © 21Apr51; KK71632.

BACHRACH INDUSTRIAL INSTRUMENT COMPANY ©.

Bachrach maintenance tools for Diesel injectors and nozzles. Leaflet 640. Sheet. © 12Jan52; KK69708.

BAGLEY, WAYNE.

Oregon Trail. Chuck wagon style pork an' beans. KK72482. SEE Northwest Packing Company.

BAILEY, GREEN AND ELGER, INC. ©.

B-G-E has the right button for every need. Ask for B-G-E at your favorite button counter. B-G-E Originals. cCouple at table. Adv. from Good housekeeping, Oct. 1951, p. 284. Appl. author: Monroe F. Dreher, inc. © 15Sep51; KK68785.

B-G-E has the right button for every need. Ask for B-G-E at your favorite button counter. B-G-E Originals. cMan dropping button on plate. Adv. from Good housekeeping, Dec. 1951, p. 234. Appl. author: Monroe F. Dreher, inc. © 15Nov51; KK68782.

B-G-E has the right button for every need. Ask for B-G-E at your favorite button counter. B-G-E Originals. cMan playing game with buttons. Adv. from Good housekeeping, Nov. 1951, p. 261. Appl. author: Monroe F. Dreher, inc. © 15Oct51; KK68786.

Buttons by B-G-E. Butterick pattern no. 5830. B-G-E button no. 8076. B-G-E Originals. Adv. from Butterick pattern book, winter 1951, p. 57. Appl. author: Monroe F. Dreher, inc. © 20Oct51; KK68784.

Buttons by B-G-E. McCall's pattern no. 8683. B-G-E button no. 6481. B-G-E Originals. Adv. from McCall pattern book, winter 1951-1952, p. 4. Appl. author: Monroe F. Dreher, inc. © 10Oct51; KK68783.

Buttons by B-G-E. Vogue pattern no. 7522. B-G-E button no. 7379. B-G-E Originals. Adv. from Vogue pattern book, winter 1951-1952, p. 69. Appl. author: Monroe F. Dreher, inc. © 17Nov51; KK68781.

Buttons fit for a queen: B-G-E Originals. Dress your button counter with this royal family of he-

raldic designs ... Adv. from Notion and novelty review, Apr. 1952, p. 2. Appl. author: Monroe F. Dreher, inc. © 20Mar52; KK72117.

I like to work with wool. I like to work with silk. But on buttons we agree it's B-G-E Originals. Adv. from Vogue pattern book, Apr.-May 1952, p. 73. Appl. author: Monroe F. Dreher, inc. © 17Mar52; KK72118.

Important imports to build your button sales. From across the Atlantic come these three-among-hundreds ... B-G-E Originals. Adv. from Notion and novelty review, Nov. 1951, p. 2. Appl. author: Monroe F. Dreher, inc. © 25Oct51; KK68788.

Jewel buttons are big business. Definitely the latest, smartest touch for dresses ... B-G-E Originals. Adv. from Notion and novelty review, Oct. 1951, p. 2. Appl. author: Monroe F. Dreher, inc. © 24Sep51; KK68787.

A reminder of your powerful spring '52 sales help for B-G-E Originals. (Buttons) Adv. from Notion and novelty review, Feb. 1952, p. 2. Appl. author: Monroe F. Dreher, inc. © 20Jan52; KK72116.

Season's greetings from Bailey, Green & Elger, inc. Once again it is our sincere pleasure ... B-G-E Originals. (Buttons) Adv. from Notion and novelty review, Dec. 1951, p. 2. Appl. author: Monroe F. Dreher, inc. © 25Nov51; KK68789.

Spring suit button magic in B-G-E Originals. Greet Easter button shoppers at your counters with B-G-E Originals ... Adv. from Notion and novelty review, Mar. 1952, p. 2. Appl. author: Monroe F. Dreher, inc. © 20Feb52; KK72126.

Sparkling new B-G-E Originals for spring. (Buttons) Adv. from Vogue, Mar. 1, 1952, p. 86. Appl. author: Monroe F. Dreher, inc. © 1Mar52; KK72114.

Trans-Atlantic travelers. B-G-E exclusive button imports for spring. B-G-E Originals. Adv. from Notion and novelty review, Jan. 1952, p. 2. Appl. author: Monroe F. Dreher, inc. © 20Dec51; KK72115.

BAILEY, John, d.b.a. Bailey's Permanent Wave Clinic. SEE Bailey's Permanent Wave Clinic.

BAILEY, MARGARET M.
How to make the most of your jewelry. KK70573. SEE Farrington Manufacturing Company.

BAILEY SPECIALTIES, INC. ©.
For a more beautiful you. Hair goods of style and quality. 32 p.
Appl. author: Belle Rosalin.
© 22Jan52; KK70576.

BAILEY'S PERMANENT WAVE CLINIC.
Professional shampoo. Label. © John Bailey, d.b.a. Bailey's Permanent Wave Clinic; 19Apr52; KK72507.

BAKE-O-GIFTS, INC. ©.
The gift of good taste. Bake-O-Nuts. Cashews, mixed nuts, pistachios. Rare taste begins here. Folder.
Appl. author: Joseph A. Zaloom.
© 12Nov51; KK69379.

BAKER, AUGUSTUS H.
The new Garcols boiler treatment liquid. KK72292. SEE Garratt-Callahan Company.

BAKER (Franklin) Division, General Foods Corporation. SEE General Foods Corporation, Franklin Baker Division.

BAKER, FRED W.
Harris impressions. KK70298 ... SEE Harris-Seybold Company.

BAKER (HERB) ADVERTISING AGENCY.

Benrus Commodore Perry with sterling silver identification bracelet. KK72106. SEE Sloan (Albert E.) inc.

A creation of Englishtown in beautiful enduring Aural Stainless. KK72099. SEE Sloan (Albert E.) inc.

Dear customer: Never before in our history have we found diamonds of such tremendous value. KK72113. SEE Sloan (Albert E.) inc.

Dear friend: We want you to know about the greatest sale ever of fine luggage. KK72112. SEE Sloan (Albert E.) inc.

Dearborn Tri-Chair, the three-in-one luxury. KK71648. SEE Sloan (Albert E.) inc.

The greatest achievement ever in watch history. KK72098 ... SEE Sloan (Albert E.) inc.

Heirloom tray set. KK72110 ... SEE Sloan (Albert E.) inc.

Here's a wonderful gift for you, one of our preferred customers. KK72109. SEE Sloan (Albert E.) inc.

Here's an amazing value for your bedroom. KK71650. SEE Sloan (Albert E.) inc.

The Lady Marlowe royal dinnerware for your royal dining. KK72107. SEE Sloan (Albert E.) inc.

Monogramed 22-karat gold dinnerware. KK72101. SEE Sloan (Albert E.) inc.

Pre-Christmas values for preferred customers. KK72100. SEE Sloan (Albert E.) inc.

The Primrose, a service masterpiece by Stetson. KK72104. SEE Sloan (Albert E.) inc.

Reserved for you, one of our preferred customers. KK72108. SEE Sloan (Albert E.) inc.

Stetson China Co. 22 karat gold dinnerware. KK72105. SEE Sloan (Albert E.) inc.

The supreme compliment to the man you adore: Benrus Jewel. KK72103. SEE Sloan (Albert E.) inc.

You'll enjoy new luxurious sleeping comfort with Royal Satin comforters. KK71649. SEE Sloan (Albert E.) inc.

BAKER BRUSH COMPANY, INC. ©.

You sell 3 brushes priced as 1. 1 brush that works 3 ways. It's a wall brush; it's a varnish brush; it's a sash brush. Adv. from Paint logic, May 1952, p. 6-7. © 13May52; KK73455.

BALDWIN, FRANK.

Falstaff brings you Dizzy Dean and Al Helfer. KK73526. SEE Falstaff Brewing Corporation.

Smooth 'n golden mellow brew. KK70397. SEE Falstaff Brewing Corporation.

BALDWIN-LIMA-HAMILTON CORPORATION ©.

Baldwin type C SR-4 load cell ... which is a compression unit only, translates changes in force or weight into changes in electrical energy. Testing headquarters. Bulletin 338. Sheet. © 15Jan52; KK69436.

BALFOUR (L. G.) COMPANY ©.

Orders of masonry and associated organizations. York cross of honour, Daughters of the Nile, Royal Order of Jesters etc. (Jewelry, insignia) Sheet. Appl. author: Frank Licher. © 20Nov51; KK69568.

BALL BROTHERS COMPANY ©.

All-purpose refrigerator and freezer jars, with Ball Dome cap ... Sheet.

Appl. author: Applegate Advertising Agency. © 5Jun52; KK74296.

Home canners: For premium protection, get the lid with the difference. Switch to Ball Dome lids. (Canning jars ...) Adv. from Good house-keeping, June 1952, p. 185. Appl. author: Applegate Advertising Agency. © 20May52; KK74300.

Home canners: For premium protection, get the lid with the difference. Switch to Ball Dome lids. Adv. from Sunset, May 1952, p. 90. Appl. author: Applegate Advertising Co. © 25Apr52; KK73321.

Home canning hints by Lucina Ball. All closures are not alike. Ball Dome lids are different because of the Dome, with its famous Touch-Test seal. (Home canning jars and dome lids) Adv. from the Farmer-stockman, May 1952, p. 47. Appl. author: Applegate Advertising Agency. © 1May52; KK73666.

Home canning hints, by Lucina Ball. If it's Ball, it's best for your home canning. Adv. from the Kentucky farmer, June 1952, p. 27. Appl. author: Applegate Advertising Agency. © 1Jun52; KK74298.

Simplify home-canning instructions by using Ball Dome lids. (Home canning jars and lids) Adv. from County agents directory, 37th ed., 1952, p. 223. Appl. author: Applegate Advertising Agency. © 15Feb52; KK72363.

BALLARD, FRANCIS DRAKE.

Little John records. KK71265 ... SEE Precision Plastics Company.

BALLARD, SAM M.

At your dealer's Krilium soil conditioner special merloam formulation. KK74132. SEE Monsanto Chemical Company.

Less work in your garden. KK74042. SEE Monsanto Chemical Company.

Moisture goes into the soil. KK74043. SEE Monsanto Chemical Company.

BALTIMORE PURE RYE DISTILLING COMPANY.

B.P.R. Olde Rye brand. Maryland straight rye whiskey. Label. Appl. author: Abraham Stern. © The Baltimore Pure Rye Distilling Co.; 2Apr52; KK72131.

BANKER (R. C.) AND COMPANY ©.

High notes in hit values during our springtime bargain days. (Furniture) Pamphlet. © 14Feb52; KK71780.

In appreciation of your patronage, we've arranged an exciting preferred customer bonus sale. (Furniture) Sheet. © 14Feb52; KK71779.

Now is the time to profit by the tremendous values in our February furniture sale! Folder. © 14Dec51; KK69969.

Now is the time to profit by the tremendous values in our surplus stock unloading sale! (Furniture) Folder. © 14Dec51; KK69970.

BANKERS LIFE AND CASUALTY COMPANY ©.

The cost of a pack a day will pay for it! The White Cross plan. (Insurance) Folder. © 14Feb52; KK70599.

Do farm folks need health and accident insurance? The White Cross plan. Folder. © 14Feb52; KK70602.

Do you ever worry about accidents or illness? The White Cross plan. (Insurance) Folder. © 17Jan52; KK69579.

Don't close your eyes and don't worry. The White Cross Plan. (Insurance) Folder. © 21Jan52; KK69908.

How to win more peace of mind, and end one big worry. The White Cross plan. (Insurance) Folder. © 17Jan52; KK69580.

If you don't wear your rubbers, it rains. The White Cross Plan. (Insurance) Folder. © 21Jan52; KK69909.

One slip and down the drain went \$365. The White Cross plan. (Insurance) Folder. © 14Feb52; KK70600.

One slip and down the drain went \$365. (Insurance) Folder. © 8Apr52; KK72216.

Receives \$973.33 for her hospital and doctor bills and loss of income. The White Cross Plan. (Insurance) Folder. © 18Jan52; KK69911.

Some rain must fall. White Cross. (Insurance) Folder. © 16Jan52; KK69581.

What, a pound of butter for \$265.00? (Insurance) Folder. © 8Apr52; KK72215.

What? A pound of butter for \$265.00! The White Cross plan. (Insurance) Folder. © 14Feb52; KK70601.

Wise men say: A man's best friends are a good wife, an old dog, and ready money. The White Cross Plan. (Insurance) Folder. © 18Jan52; KK69910.

BANKERS LIFE COMPANY ©.

The Browns were green with envy. (Insurance) Adv. Appl. author: Robert Blackburn. © 29Nov51; KK68970.

The day I couldn't face my wife. (Insurance) Adv. Appl. author: Robert Blackburn. © 26Mar52; KK72410.

What, sacrifice my \$100,000 farm to pay estate taxes? (Insurance) Adv. from Country gentleman. Appl. author: Robert Blackburn. © 27Feb52; KK72409.

You mean my \$100,000 farm may have to be sold at a sacrifice to pay taxes? (Insurance) Adv. Appl. author: Robert Blackburn. © 30Jan52; KK72408.

BARBASOL COMPANY.

Play ball with Barbasol. Barbasol offers \$25,000 in prizes and \$5,000 a month. Win with Barbasol. (Shaving cream) Sheet. Appl. author: Erwin, Wasey & Co., inc. © The Barbasol Co.; 1Apr52; KK72967.

Play ball with Barbasol. Offers \$5,000 a month in prizes. Win with Barbasol. No other way of shaving; no other shaving cream gives you cleaner, closer, longer lasting shaves ... Adv. from the Sporting news, Apr. 16, 1952, p. 19. Appl. author: Erwin, Wasey & Co., inc. © The Barbasol Co.; 16Apr52; KK72966.

Play ball with Barbasol, offers \$5,000 a month in prizes. (Shaving cream) Adv. from New York herald tribune, Apr. 21, 1952, p. 23. Appl. author: Erwin, Wasey & Co., inc. © The Barbasol Co.; 21Apr52; KK74271.

Play ball with Barbasol, offers \$5,000 a month in prizes. (Shaving cream) Adv. from St. Louis globe democrat, Apr. 22, 1952, p. 4B. Appl. author: Erwin, Wasey & Co., inc. © The Barbasol Co.; 22Apr52; KK74274.

BARBASOL COMPANY. Cont'd.

Play ball with Barbasol, offers \$5,000 a month in prizes. (Shaving cream) Adv. from the Evening bulletin, Philadelphia, Apr. 21, 1952, p. 35. Appl. author: Erwin, Wasey & Co., inc. © The Barbasol Co.; 21Apr52; KK74272.

Play ball with Barbasol, offers \$5,000 a month in prizes. (Shaving cream) Adv. from the Sporting news, Apr. 23, 1952, p. 31. Appl. author: Erwin, Wasey & Co., inc. © The Barbasol Co.; 23Apr52; KK74273.

BARBUR (A. D.) COMPANY ©.

Corn and honey. Ol' South'rn corn bread. Adv. Appl. author: Arthur D. Barbur. © 19Nov51; KK69760.

It's a sell-out everywhere. Ol' South'rn corn bread. Adv. Appl. author: Arthur D. Barbur. © 29Nov51; KK69764.

The most delicious toast that ever popped out of a toaster. It's Stein's Ol' South'rn corn bread. Adv. Appl. author: Arthur D. Barbur. © 14Sep51; KK69763.

The most delicious toast that ever popped out of a toaster. Jacobsen's Ol' South'rn corn bread. Adv. Appl. author: Arthur D. Barbur. © 2Sep51; KK69758.

New, at all food stores tomorrow. Ol' South'rn corn bread. Adv. Appl. author: Arthur D. Barbur. © 14Nov51; KK69761.

Toasts faster, tastes better. Jacobsen's Ol' South'rn corn bread. Adv. Appl. author: Arthur D. Barbur. © 21Nov51; KK69759.

You'll say you never tasted any bread so good. Ol' South'rn corn bread. Adv. Appl. author: Arthur D. Barbur. © 27Sep51; KK69762.

BARBUR, ARTHUR D.

Corn and honey. KK69760. SEE Barbur (A. D.) Company.

It's a sell-out everywhere. KK69764. SEE Barbur (A. D.) Company.

The most delicious toast that ever popped out of a toaster. KK69758 ... SEE Barbur (A. D.) Company.

New, at all food stores tomorrow. KK69761. SEE Barbur (A. D.) Company.

Toasts faster, tastes better. KK69759. SEE Barbur (A. D.) Company.

You'll say you never tasted any bread so good. KK69762. SEE Barbur (A. D.) Company.

BARDEN, LOLA.

Go happy, go thrifty, go budgeteering. KK68829 ... SEE Fisher Flouring Mills Company.

BARFIELD, R. J., Jr. and Blanche R.

Barfield, d.b.a. Barfield Groves. SEE Barfield Groves.

BARFIELD, Blanche R. and R. J. Barfield, d.b.a. Barfield Groves. SEE Barfield Groves.

BARFIELD, BLANCHE ROGERS.

Spring sampler, buy now. KK74157. SEE Barfield Groves.

BARFIELD GROVES.

Spring sampler, buy now. (Citrus fruit) Adv. Appl. author: Blanche Rogers Barfield. © J. R. Barfield, Jr., and Blanche R. Barfield, d.b.a. The Barfield Groves; 6Apr52; KK74157.

BARKUN, HAROLD A.

Double bar chocolate covered ice cream. KK72795. SEE Legion Ice Cream Company.

BARLOW ADVERTISING AGENCY.

Air power gives precision control. KK73168. SEE Braun (G. A.) inc.

Continuous distillation and filtration in a Prosperity fully automatic cleaning unit. KK70285. SEE Prosperity Company, inc.

E-Z-Does it, faster, finer, easier. KK74667. SEE Prosperity Company, inc.

Gentlemen, now you can stick your necks out. KK72159. SEE Prosperity Company, inc.

Prosperity digest. KK69583 ... SEE Prosperity Company, inc.

Set up for the service that most families want. KK73169. SEE Prosperity Company, inc.

The Tag-O-Matic for drycleaners. KK70284. SEE Textile Marking Machine Company, inc.

Today it's 7-A. A new standard of excellence. KK71510. SEE Prosperity Company, inc.

Tremendous savings in handling costs ... KK70557. SEE Textile Marking Machine Company, inc.

We are pleased to announce our appointment as an authorized supplier for Prosperity ... KK70212. SEE Prosperity Company, inc.

Yes, the trade's all ears and eyes for the biggest value ever offered! KK70289. SEE Prosperity Company, inc.

BARNES CHASE COMPANY.

Best o' season's eatings. Breast-o'-chicken, the brand that brings you only the best o' tuna. KK69514. SEE Westgate-Sun Harbor Company.

Some punkin' and the lil' goblins will be goblin' Breast-o'-chicken, the brand that brings you only the best o' tuna. For the best o' casseroles. KK69515. SEE Westgate-Sun Harbor Company.

Win this snowman casserole. KK71184. SEE Westgate-Sun Harbor Company.

BARNETT, ARTHUR C. ©.

How to teach your dog to obey. The easy method developed by Willy Necker. (Phonograph record) Label. © 10Mar52; KK71225.

How to teach your parakeet to talk. Hear a parakeet with a vocabulary of several hundred words actually talk on this record. Label. © 1Nov51; KK70290.

BARRETT BINDERY COMPANY.

Catalog binders. Flexible backbone - post constructions. Folder. © The Barrett Bindery Co.; 15Jan52; KK73607.

Cord binders, Emerson and Congressional styles. Folder. © The Barrett Bindery Co.; 15Jan52; KK73603.

Loose leaf magazine binders. Barrett Magazine Binders are used exclusively by all of the railroads and airlines in the United States ... Folder. © The Barrett Bindery Co.; 15Jan52; KK73604.

Ring binders. The Barrett Bindery Co. offers you a selection of sixty-two different specialized loose leaf constructions ... Folder. © The Barrett Bindery Co.; 15Jan52; KK73606.

Sales presentation binders. A survey recently made in Chicago showed that, salesmen equipped with catalogs made 4.9 sales per 100 calls ... Folder. © The Barrett Bindery Co.; 15Jan52; KK73605.

BARRY-WEHMILLER MACHINERY COMPANY ©.

For dependable, high volume labeling, Ermold automatic multiple labelers. Folder. © 12Apr52; KK72923.

Super National bottle cleaners with internal brushing or high pressure rinsing. Pamphlet. © 4Mar52; KK71722.

Super "National" maquinarias lavabotellas. (Bottle cleaners) 16 p. © 17Apr52; KK73532.

There's more than meets the eye in automatic washer loading. Ermold automatic unpacker. Folder. © 12Apr52; KK72924.

BARTOLOMEO PIO, INC. ©.

The house of fine wine Pio. California red grape wine Zinbardella. Label. © 19Mar52; KK72450.

BARTON, INC.

Barton's bonbonniere. (Firecracker wrap) (Confectionery) Label. © 15May52; KK73857.

Barton's bonbonniere chocolate farfel. (Confectionery) Label. © 10Mar52; KK71445.

Barton's bonbonniere new chocolate spread. (Confectionery) Label. © 10Mar52; KK71439.

Barton's coffee marzipan. (Confectionery) Label. © 28Jan52 (in notice: 1951); KK70302.

Happy Purim. Barton's bonbonniere. (Confectionery) Folder. © 8Feb52; KK70456.

Prize winning recipes. Barton's bonbonniere passover chocolate recipe contest. (Confectionery) Folder. © 1Apr52; KK72454.

They're Thinnettes. For they're the thinnest chocolates ever. (Confectionery) Sheet. © 15Feb52; KK70609.

Week-end assortment. One lb. net. (Confectionery) Label. © 16May52; KK74179.

White magic - summer continental miniatures by Barton's. The newest taste trick of the season. (Confectionery) Sheet. © 2Jun52; KK74032.

BARTON PRESS.

Eskimo Cherry-Mel. KK73360. SEE Eskimo Pie Corporation.

Eskimo Sandwich. KK73359. SEE Eskimo Pie Corporation.

Look, save Eskimo Pie bags for wonderful premiums. KK73355. SEE Eskimo Pie Corporation.

BASS, Raymond J. and James W. Geiger, a partnership comprising J. W. Geiger and Company. SEE Geiger (J. W.) and Company.

BATES, CHARLES LAWRENCE.

Instructions, parts references. No. 73 air pressure regulator. KK71441. SEE Mason-Neilan Regulator Company.

BATES, HAROLD O.

Embossing press, bench model. Hand operated press embossing tags and name plates from a coil of metal held at the rear of the machine. KK73964. SEE Acromark Company.

Model 99A marking machine. The Acromark heavy duty air operated marking machine with all of the fixture variations of the standard 9A line. KK73965. SEE Acromark Company.

BATES, Harold O., d.b.a. The Acromark Company. SEE Acromark Company.

BATESON, J. E.

Insist on genuine Perma-Stone, the original moulded stone wall facing. KK73596. SEE Perma-Stone Company.

BATESON, J. E. Cont'd.

Inviting, builds business, ultra-modern Perma-Stone. KK68961. SEE Perma-Stone Company.

A wonderful way to modernize permanently. KK73255. SEE Perma-Stone Company.

BATLIN (L.) AND SON, INC. ©.
No. 3500 assortment. (Pottery) Sheet. © 31Jan52; KK71076.

BATTEN, BARTON, DURSTINE AND OSBORN.
Ar-Moored mine ties for high-capacity track. KK69778. SEE Koppers Company, inc.

The Empire where everyone's a king. KK74126. SEE Timken Roller Bearing Company.

Every moment's a high spot on this Canadian trip. KK74127. SEE Timken Roller Bearing Company.

Fastest all-chair-car train. KK71105. SEE Timken Roller Bearing Company.

Million dollar train, million dollar view. KK71106. SEE Timken Roller Bearing Company.

The only way to see more of the Rockies is to climb 'em. KK72922. SEE Timken Roller Bearing Company.

Piece of steel keeps cash registers from making mistakes. KK72921. SEE Timken Roller Bearing Company.

Some enchanting angles on the City of Los Angeles. KK71940. SEE Timken Roller Bearing Company.

Steel that keeps a pinch from hurting. KK74125. SEE Timken Roller Bearing Company.

The steel that made a squeeze play work. KK73180. SEE Timken Roller Bearing Company.

Steel sleeves that keep their shape. KK74765. SEE Timken Roller Bearing Company.

Steel threads that make better nylons. KK71939. SEE Timken Roller Bearing Company.

The sterilizer that saved an operation. KK71104. SEE Timken Roller Bearing Company.

BAUER, JACK ©.

A necessity in every home. Hand-D scraper. Most practical for pots and frying pans. Sheet. © 1Mar52; KK72609.

BAUER AND BLACK DIVISION. SEE
Kendall Company.**BAUM, HAROLD M.**

At your store, newest advances in living room styling now yours. KK71862. SEE Superior Sleeprite Corporation.

BAUMGARTNER, WARREN.

A G-E aim: to help other industries serve you better. KK70850. SEE General Electric Company.

BAVARIAN BREWING COMPANY, INC. ©.

Drink Bavarian's draught for that over-the-Rhine flavor. A man's beer. Bavarian's old style. Adv. from the Cincinnati times star, Jan. 10, 1952, p. 12. Appl. author: John Healy. © 10Jan52; KK72242.

BAYUK CIGARS, INC. ©.

Phillies perfecto. America's no. 1 cigar. Label. Appl. author: Neal D. Ivey. © 4Jan52 (in notice: 1951); KK70385.

B-DRI COMPANY, INC.

Dri leather proofing. Stays with the boot, laughs at time and water. Label. Appl. author: Howard C. Schmid. © The B-Dri Co., inc.; 11Mar52; KK71279.

BEALL, LESTER.

How to design a letterhead by Lester Beall. KK74131. SEE Parsons Paper Company.

BEANS, GEORGE H.

It's spring; wake up the magic in your lawn. KK73227. SEE Philadelphia Seed Company, inc.

BEAR MANUFACTURING COMPANY ©.

It's newer than TV. It's the latest advancement for motoring safety. It's the new Bear Telaliner. Screens your car electro-magnetically for costly steering alinement troubles. Adv. from the Saturday evening post, Mar. 22, 1952, p. 163. Appl. author: Van Auken, Ragland and Stevens. © 20Mar52; KK71918.

BEATRICE FOODS COMPANY ©.

Beatrice Cooke's fruit cottage cheese stacks. Meadow Gold butter, eggs, milk, ice cream and cheese. Adv. from True story magazine, Sept. 1951, p. 114. Appl. author: John Rolfe. © 10Aug51; KK69495.

Beatrice Cooke's mealtime adventures. For February: Washington sundaes, baked valentines, cheese blintzes. (Food products) Adv. from the Ladies' home journal, Feb. 1952, p. 24. Appl. author: Elaine Campbell. © 30Jan52; KK70104.

Beatrice Cooke's mealtime adventures. For March: cranberry muffins, ... Meadow Gold and La Choy. (Food products) Adv. from Ladies' home journal, Mar. 1952, p. 171. Appl. author: Elaine Campbell. © 29Feb52; KK71586.

Beatrice Cooke's mealtime adventures. Hauskaa Joulua, with cookies. Meadow Gold butter. Meadow Gold eggs. (Beatrice Cooke, muffin tin fruit cakes) Adv. from the Saturday evening post, Dec. 15, 1951, p. 60. Appl. author: Elaine Campbell. © 12Dec51; KK69052.

Beatrice Cooke's mealtime adventures. This week, Meadow Gold chicken little and caramel crunch rings. Adv. from the Saturday evening post, Jan. 19, 1952, p. 72. Appl. author: Elaine Campbell. © 16Jan52; KK70106.

Beatrice Cooke's peach sailboat salad. cBeatrice Cooke, peach sailboat salad, Meadow Gold foods. (Food products) Adv. from the McCall's magazine, Apr. 1952, p. 124. Appl. author: Elaine Campbell. © 21Mar52; KK72440.

Easy to fix, easy on the budget and so delicious. La Choy chop suey or chow mein. Adv. from the Saturday evening post, Feb. 23, 1952, p. 134. Appl. author: Elaine Campbell. © 20Feb52; KK71179.

Meadow Gold orange flavored drink. One quart liquid. Label. © 5Jun52; KK74853.

BEAUTE VUES CORPORATION ©.

The only kind of proof that counts. Nutri-Tonic. (Permanent waving solution) Folder. Appl. author: Samuel O. Ronk. © 27May52; KK74539.

BEAUTIFUL BRYANS, INC. ©.

Step into summer this spring ... the charmed life in stockings! Neige is the news. (Nylon stockings) Adv. from Vogue, Feb. 15, 1952, p. 10-11. Appl. author: Robert W. Orr & Associates, inc. © 15Feb52; KK70616.

BEAUTY COUNSELORS, INC. ©.

Beauty counselor color wheel. (Cosmetic products) Card. Appl. author: Franz Wagner. © 27Dec51; KK70390.

The right face. Your cosmetic wardrobe for months to come. (Cosmetic selector) Poster. Appl. author: Franz Wagner. © 27Dec51; KK71170.

The thrift chest. (Cosmetic selector) Poster. Appl. author: Franz Wagner. © 27Dec51; KK71169.

BECK, C. O. ©

Colonial circus with Good-O the clown. cClown; (Bread) Label. © 14Jan52; KK70958.

Colonial circus with Good-O the clown. cClown and ball; (Bread) Label. © 14Jan52; KK70966.

Colonial circus with Good-O the clown. cClown and bear; (Bread) Label. © 14Jan52; KK70968.

Colonial circus with Good-O the clown. cClown and boy; (Bread) Label. © 14Jan52; KK70963.

Colonial circus with Good-O the clown. cClown and camel; (Bread) Label. © 14Jan52; KK70956.

Colonial circus with Good-O the clown. cClown and dog; (Bread) Label. © 14Jan52; KK70984.

Colonial circus with Good-O the clown. cClown and doll clown; (Bread) Label. © 14Jan52; KK70967.

Colonial circus with Good-O the clown. cClown and drum; (Bread) Label. © 14Jan52; KK70961.

Colonial circus with Good-O the clown. cClown and giraffe; (Bread) Label. © 14Jan52; KK70970.

Colonial circus with Good-O the clown. cClown and goat; (Bread) Label. © 14Jan52; KK70982.

Colonial circus with Good-O the clown. cClown and jack-in-the-box; (Bread) Label. © 14Jan52; KK70972.

Colonial circus with Good-O the clown. cClown and lion; (Bread) Label. © 14Jan52; KK70977.

Colonial circus with Good-O the clown. cClown and magician; (Bread) Label. © 14Jan52; KK70979.

Colonial circus with Good-O the clown. cClown and man; (Bread) Label. © 14Jan52; KK70962.

Colonial circus with Good-O the clown. cClown and monkey; (Bread) Label. © 14Jan52; KK70978.

Colonial circus with Good-O the clown. cClown and tiger; (Bread) Label. © 14Jan52; KK70954.

Colonial circus with Good-O the clown. cClown and tiger; (Bread) Label. © 14Jan52; KK70965.

Colonial circus with Good-O the clown. cClown and two monkeys; (Bread) Label. © 14Jan52; KK70955.

Colonial circus with Good-O the clown. cClown and zebra; (Bread) Label. © 14Jan52; KK70964.

Colonial circus with Good-O the clown. cClown blowing horn; (Bread) Label. © 14Jan52; KK70981.

Colonial circus with Good-O the clown. cClown driving auto; (Bread) Label. © 14Jan52; KK70960.

Colonial circus with Good-O the clown. cClown, horse and girl; (Bread) Label. © 14Jan52; KK70957.

Colonial circus with Good-O the clown. cClown in balloon; (Bread) Label. © 14Jan52; KK70985.

Colonial circus with Good-O the clown. cClown in cannon; (Bread) Label. © 14Jan52; KK70971.

Colonial circus with Good-O the clown. cClown juggling; (Bread) Label. © 14Jan52; KK70973.

BECK, C. O. © Cont'd.

Colonial circus with Good-O the clown.
cClown juggling balls. (Bread)
Label. © 14Jan52; KK70980.

Colonial circus with Good-O the clown.
cClown on circus wagon. (Bread)
Label. © 14Jan52; KK70983.

Colonial circus with Good-O the clown.
cClown on tight ropes. (Bread)
Label. © 14Jan52; KK70976.

Colonial circus with Good-O the clown.
cClown riding bicycle. (Bread)
Label. © 14Jan52; KK70969.

Colonial circus with Good-O the clown.
cClown standing on hands. (Bread)
Label. © 14Jan52; KK70975.

Colonial circus with Good-O the clown.
cClown with flower. (Bread) Label.
© 14Jan52; KK70974.

Colonial circus with Good-O the
clown. cFirechief. (Bread)
Label. © 14Jan52; KK70953.

Colonial circus with Good-O the clown.
cPoliceman. (Bread) Label.
© 14Jan52; KK70959.

Fair-Maid is good bread. Sandwich.
Label. © 18Jul51; KK68983.

Oven rainbo rolls. 12 oven rolls.
Net wt. 10 oz. Label. © 25Sep51;
KK70986.

BECKER, Sanford and Melville L. Wolff,
d.b.a. Melaire Distributing Company.
SEE Melaire Distributing Company.

BECTION, DICKINSON AND COMPANY ©.

B-D baby thermometer. A standard of
the medical profession since 1897.
Label. © 14Jan52; KK69526.

B-D basal temperature thermometer
for determining time of ovulation.
Folder. © 9Apr52; KK72932.

B-D disposable blood donor set.
Folder. © 15Feb52 (in notice:
1951); KK71257.

How to fit Ace elastic hosiery.
Folder. © 2May52; KK73103.

How to use the B-D basal temperature
thermometer. Sheet. © 11Mar52;
KK71125.

Instructions for the use of the B-D
disposable blood donor set.
Folder. © 15Feb52 (in notice:
1951); KK71256.

Introducing the B-D Asepto rubber-
elastic bandage in a new balanced
weave. Sheet. © 4Jun52; KK74802.

Under a microscope. The new B-D
Dynafit syringe presents a far
different picture. Folder.
© 30Jan52; KK69933.

BEECH-NUT PACKING COMPANY ©.

Beech-nut Beechies, peppermint flavor.
12 Beechies. Candy coated gum. La-
bel. © 26Nov51; KK68824.

Beech-Nut cooked corn cereal for
babies. Label. © 18Jan52;
KK70132.

BECKER, ALBERT WILLIAM.

Create safety after sunset. KK71189.
SEE Automotive Safety Device
Company.

Danger strikes at night. KK71188.
SEE Automotive Safety Device
Company.

BELFAST BEVERAGES, INC. ©.

Belfast sparkles stronger, sparkles
longer. Belfast sparkling water,
ginger ale. Adv. from the San
Francisco news, Nov. 23, 1948.
Appl. author: J. J. Weiner.
© 23Nov48; KK69305.

You haven't tasted root beer like
this in years. Belfast Old
Fashioned Mug root beer. Adv.
from the Monterey peninsula
herald, Monterey, Calif., Nov.

10, 1950, p. 16. Appl. author:
Joseph J. Weiner. © 10Nov50;
KK69172.

BELMONT, SIDNEY E.

Wonder bubbles for bubble pipes
and bubble blowing devices.
KK70586. SEE Chemical Sundries
Company.

BELMONT RADIO CORPORATION ©.

Biggest buy in TV today. Raytheon TV
3-way combination 17" TV-AM radio-
all speed phono. Adv. from Elec-
trical merchandising, Dec. 1951, p.
17. Appl. author: Richard Hill.
© 1Dec51; KK72314.

Biggest buy in TV today: Raytheon.
Adv. from Retailing daily, Nov.
21, 1951, p. 40. Appl. author:
Richard Hill. © 21Nov51; KK70800.

Compare futurized Raytheon TV. Why
Raytheon TV can get all the new TV
stations to be built in the years
ahead. Adv. from the Saturday
evening post, Mar. 8, 1952, p. 123.
Appl. author: Stewart Cowan.
© 8Mar52; KK72315.

Compare futurized Raytheon TV. Why
Raytheon TV is the only set guaran-
teed to get all the new UHF sta-
tions. (Television receivers) Adv.
from the Saturday evening
post, Mar. 22, 1952, p. 136. Appl.
author: Stewart Cowan. © 22Mar52;
KK72572.

Compare futurized Raytheon TV. Why
Raytheon TV is the only set guaran-
teed to get all the new UHF stations.
(Television receivers) Adv. from
the Saturday evening post, Apr. 5,
1952, p. 122. Appl. author: Stewart
Cowan. © 5Apr52; KK72575.

1st of the better things to come in
'52. Top-quality TV plus striking
design features plus sales-getting
prices. All yours with futurized
Raytheon TV. (Television receivers)
Adv. from Radio and television
weekly, Jan. 26, 1952, p. 4 of cov-
er. Appl. author: Richard Hill.
© 26Jan52; KK72574.

Futurized Raytheon TV. Get all new
TV stations planned for years ahead.
Adv. from the Saturday evening post,
Apr. 19, 1952, p. 89. Appl. author:
Stewart Cowan. © 19Apr52; KK72779.

Futurized Raytheon TV, the Commander,
M-1726. Adv. from the Saturday
evening post, May 3, 1952, p. 53.
Appl. author: Stewart Cowan.
© 3May52; KK73417.

Here's why we both agree on Raytheon
TV, it's futurized. The Constella-
tion. Adv. from Good housekeeping,
Oct. 1951, p. 183. Appl. author:
Richard Hill. © 20Sep51; KK68929.

Here's why we both agree on Raytheon
TV, it's futurized. The Starlight.
Adv. from Good housekeeping, Nov.
1951, p. 176. Appl. author:
Richard Hill. © 20Oct51; KK68928.

Now get all 3 with futurized Ray-
theon TV. Adv. from the Saturday
evening post, Dec. 29, 1951, p. 3.
Appl. author: Stewart Cowan.
© 29Dec51; KK71216.

Now get all 3 with futurized Raytheon
TV. (Television receivers) Adv.
from Life, Dec. 17, 1951, p. 122.
Appl. author: Stewart Cowan.
© 17Dec51; KK72571.

Owner's guide for Futurized Raytheon
TV. 30 p. Appl. authors: Richard
Hill and Kenneth Kleidon.
© 10Feb52 (in notice: 1951);
KK71386.

Things you should see before buying
TV. Raytheon TV. Adv. from Good
housekeeping, Mar. 1952, p. 35.
Appl. author: Richard Hill.
© 20Feb52; KK71215.

You can tell it, sell it and profit.
Raytheon TV. It's futurized. (Tele-
vision receivers) Adv. from Elec-
trical merchandising, Oct. 1951, p.
31. Appl. author: Richard Hill.
© 10Oct51; KK72576.

BENDELARI.

Cleopatra sewing necklace. Sapphire,
emerald, aquamarine and ruby.
Label. © Bendelari, Mary Bendelari,
sole owner; 25Jan52; KK73140.

BENDELARI, MARY ©.

Night bright scuffs. (Footwear)
Label. © 22Jan52; KK70783.

BENDELARI, Mary, sole owner, Bendelari.
SEE Bendelari.

BELOND, Jesse S., Ruth M. Belond,
Robert W. Hedman and Donald F. Par-
rish, a partnership composing
Southern California Muffler Company.
SEE Southern California Muffler Com-
pany.

BELOND, JESSE SEYMOUR.

Make all your horses count ...
KK73853 ... SEE Southern Califor-
nia Muffler Company.

BELOND, Ruth M., Robert W. Hedman,
Donald F. Parrish & Jesse S. Belond,
composing the partnership of South-
ern California Muffler Co. SEE
Southern California Muffler Company.

BENBOW MANUFACTURING COMPANY ©.

It's new! Low cost safety: revolu-
tionary trolley system insulates
figure-8-bar conductors. Insul-8-
Bar. (Electrical device) Adv.
from Factory management & mainte-
nance, Mar. 1952, p. 40. Appl. au-
thor: Tirey L. Ford. © 17Mar52;
KK73613.

BENDIX AVIATION CORPORATION. ECLIPSE
MACHINE DIVISION ©.
Bendix starter drive, Folo-Thru type.
(Engine starters) Sheet.
© 19May52; KK74189.

BENGAL COMPANY ©.

Bengal's bonus bonanza. Customer's
complimentary currency. (Watch-
makers', jewelers' tools and
materials) Sheet. Appl. author:
Ben Segal. © 7Jan52; KK70666.

BENSON AND HEDGES ©.

Do you know these important facts
about filter cigarette smoking?
You're so smart to smoke Parliaments
... Adv. from the New York times,
May 5, 1952, p. 11. Appl. author:
Benton & Bowles, inc. © 5May52;
KK73301.

Do you know these important facts about
filter cigarette smoking? You're so
smart to smoke Parliaments ... Adv.
from the Chicago tribune, Apr. 22,
1952, p. 4. Appl. author: Benton
& Bowles, inc. © 22Apr52; KK73302.

BENTON AND BOWLES, INC.

Be light-hearted, stay light-hearted.
KK68952 ... SEE Brewing Corporation
of America.

Do you know these important facts
about filter cigarette smoking?
You're so smart to smoke Parlia-
ments ... KK73301 ... SEE Benson
& Hedges.

Free of extra cost, full-size pack-
age of amazing new Weather-Pruf
brand salt. KK72619. SEE General
Foods Corporation.

It's here. The world's first truly
free-pouring salt. KK72386. SEE
General Foods Corporation.

BENTON AND BOWLES, INC. Cont'd.
 New salt discovery. KK71956 ... SEE General Foods Corporation.
 New salt miracle. KK72618 ... SEE General Foods Corporation.
 Stays so smooth you'd think nobody slept here. KK71191. SEE Pepperell Manufacturing Company.
 2 for 1 bonus offer on amazing new Weather-Pruf salt. KK73850 ... SEE General Foods Corporation.

BERCHIN, MARTIN.
 Fly King. KK73129. SEE Berschad Distributing Company.

BERGEN TOY AND NOVELTY COMPANY, INC. ©.
 Beton toys. A safe toy for children. Non-inflammable ... (Toy animals and figurines) Label. © 3Mar52; KK71390.
 Beton toys. A safe toy for children. (Toy animals and figurines) © 12May52; KK74228.

BERGER, Sol J. and Frederic D. Amour, d.b.a. Berger-Amour. SEE Berger-Amour.

BERGER-AMOUR.
 Displa-Mobile. (Advertising material) Poster. © Sol J. Berger and Frederic D. Amour, d.b.a. Berger-Amour; 1Dec51; KK72267.

BERGLUND, Walter Robert, d.b.a. Educational Card Company. SEE Educational Card Company.

BERK (IRVING) COMPANY, INC.
 Cyma, the advanced automatic self-winding watch. KK72807. SEE Cyma Watch Company, inc.
 Cyma the advanced automatic self-winding watch. KK73883. SEE Cyma Watch Company, inc.

BERKLEY, Wayne B., d.b.a. Rodeo Dough Enterprises. SEE Rodeo Dough Enterprises.

BERKMAN, J. G. ©.
 Topak cigarette cartons. (Consumer products) Sheet. © 14May52; KK74683.

BERMAN, MORTON R.
 Grow-Your-Own flower garden. KK73153. SEE Standard Toykraft Products, inc.
 Make your own Sea Shell charm jewelry. KK73152. SEE Standard Toykraft Products, inc.
 Tee-Vee television coloring set. KK73151. SEE Standard Toykraft Products, inc.

BERNBACH (DOYLE DANE) INC.
 At last, a complete slenderizing system ... KK72553. SEE Blanchette-Mack, inc.
 From size 20 to 14 for keeps. KK74425 ... SEE Blanchette-Mack, inc.
 Here's how to be jacket headquarters in your town. KK73276. SEE Breier (Marcus) Sons, inc.
 I don't have to marry for money, sir. KK71182. SEE Ohrbach's, inc.
 I'd rather die, sir, than give up a woman who shops at Ohrbach's. KK72561. SEE Ohrbach's, inc.
 Isn't it about time somebody gave me something new? KK74135. SEE Ohrbach's, inc.
 It's supposed to be a secret until June 15 but, we're giving Dad a Bantamac jacket. KK73947. SEE Breier (Marcus) Sons, inc.
 Listen, baby, the only way. KK71321. SEE Ohrbach's, inc.

There's a lot of sense in every dollar you spend at Ohrbach's. KK70830. SEE Ohrbach's, inc.
 We'll slim you from size 20 to 14 for keeps. KK73106 ... SEE Blanchette-Mack, inc.
 You can stop taking in wash now. KK70945. SEE Ohrbach's, inc.

BERNSTEIN, PHILIP.
 The advertising medium that gives continuing coverage when and where you want it, wherever people go at work and at play, around the clock. KK74116. SEE Universal Match Company.
 Advertising that keeps your name in lights day and night, reminding your customers and prospects ... KK74533. SEE Universal Match Corporation.
 Book match Sell-a-Vision. KK74115. SEE Universal Match Corporation.
 If you want to win votes for your product, your service or your company ... everhandy book match. KK74532. SEE Universal Match Corporation.
 The three-way test for any sales decision. KK74117. SEE Universal Match Company.

BERRY, MORRIS J.
 A staple-reorder number in thousands of stores. KK74225. SEE Fashioncraft Products.

BERSCHAD DISTRIBUTING COMPANY ©.
 Fly King. Lures, catches and kills flies. \$1.98. (Fly traps) Label. Appl. author: Martin Berchin. © 19Apr52; KK73129.

BERSWORTH, FREDERICK C.
 Summary of toxicity data on versene and its salts. KK72156. SEE Bersworth Chemical Company.
 The versenes for exacting chemical control of cations in solution. KK70739. SEE Bersworth Chemical Company.

BERSWORTH CHEMICAL COMPANY ©.
 Summary of toxicity data on versene and its salts. (Chemicals) Folder. Appl. author: Frederick C. Bersworth. © 1Mar52; KK72156.
 The versenes for exacting chemical control of cations in solution. Technical bulletin no. 2. Booklet. Appl. author: Frederick C. Bersworth. © 26Feb52; KK70739.

BEST, NORMAN.
 Look what Carnation does for custard. KK73272. SEE Carnation Company.
 A richer, smoother failure-proof cream sauce, because it's made with Carnation evaporated milk. KK72502. SEE Carnation Company.

BEST AND COMPANY ©.
 In a luxury area we supply up-to-the minute exciting fashions, reliable qualities, skillful service and reasonable prices ... (Clothing, women's) Adv. from the New York Times, May 4, 1952, p. 7. © 4May52; KK73727.
 Shirtmaker; a Best exclusive, the dress that has been making fashion history ... Adv. from New York herald tribune, Jan. 6, 1952, p. 5. © 6Jan52; KK69503.
 The store for young people. Young in age, young in figure, young in attitude, youth is our specialty. (Clothing, women's) Adv. from New York herald tribune, May 4, 1952, p. 5. © 4May52; KK73728.

BEST CORPORATION ©.
 Bounces back to shape, wrinkle-free. Corsair. (Neckties) Label. Appl. author: Morris A. Green. © 1Mar52; KK74452.

BETTI, JOHN B.
 Orthodox Rabinite Waad Hashchito of Chicago. KK69803. SEE Shochtim Union Local No. 598.

BEVER CORPORATION.
 Bevite B-12. 10 cc sterile multiple dose vial. (Pharmaceuticals) Label. © Bever Corporation (in notice: Bever Products Co., inc.); 1Jan50; KK71425.
 Cal Hematinic improved; 100 tablets. (Pharmaceuticals) Label. © 1May51; KK70819.
 Elixir Bevite; 8 fluid ounces. Elixir of vitamin B-12, folic acid & iron. Label. © 1Jan50; KK70818.
 Parab: 100 tablets. (Pharmaceuticals) Label. © 1Sep51; KK70820.

BEVER Products Company, inc. SEE Bever Corporation.

BIDDLE COMPANY.
 Cows need sweet mix to make milk; steers need sweet mix to make meat. KK72716. SEE Arcady Farms Milling Company.
 History was made right here ... Arcady sweet mixing feed did the job. KK74771. SEE Arcady Farms Milling Company.
 We're on a ration to gain weight and production. KK70294. SEE Arcady Farms Milling Company.

BIESMAN, WILLIAM A.
 Fresh-O-Net. KK74847. SEE Atkinson Products.
 Swish 'em and preserve 'em with Fresh-O-Net. KK74846. SEE Atkinson Products.

BIO-RESEARCH, INC. ©.
 Coromist cold treatment. (Pharmaceuticals) Label. © 5Jan52; KK69106.

BIOW COMPANY, INC.
 Beer lovers: This is it. KK73348. SEE Ruppert Knickerbocker Beer and Ruppert Ale.
 Bigger sales volume, bigger sales profits. KK70668. SEE Eversharp, inc.
 Delicious beer, frosty-dry, refreshing, extra light. Ruppert Knickerbocker beer. KK69332. SEE Ruppert Knickerbocker Beer and Ruppert Ale.
 Delicious extra light beer actually less filling. KK70925. SEE Ruppert Knickerbocker Beer and Ruppert Ale.
 Delicious premium dry beer. KK73012. SEE Gunther Brewing Company, inc.
 Dishes go from grease to shine ... KK69529 ... SEE Procter and Gamble Company.
 Enjoy the new beer that's frosty-dry, less filling. KK74855. SEE Ruppert Knickerbocker Beer and Ruppert Ale.
 Enjoy this less "filling" beer. KK70071. SEE Ruppert Knickerbocker Beer and Ruppert Ale.
 Extra light, means it's extra delicious beer. KK74407. SEE Ruppert Knickerbocker Beer and Ruppert Ale.
 For fastest growing profits, serve New York's fastest growing beer. KK73347. SEE Ruppert Knickerbocker Beer and Ruppert Ale.
 For graduation, the real pen experts, Tucson dealers recommend Eversharp to you. KK74408. SEE Eversharp, inc.
 For linoleum, once over with new Spic & Span cleans brighter. KK70049. SEE Procter and Gamble Company.

BIOW COMPANY, INC. Cont'd.

Get new pleasure, change now to New York's fastest-growing beer. KK74857. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Get on the light side with Gunther. KK71512 ... SEE Gunther Brewing Company, inc.

Give this gift of better writing, new Eversharp. KK68753. SEE Eversharp, inc.

Go get that good Gunther bock. KK71300. SEE Gunther Brewing Company, inc.

Gunther beer presents a sensational new \$5,000 grandstand manager contest for baseball fans! KK74008. SEE Gunther Brewing Company, inc.

The Gunther Brewing Company takes pleasure in announcing ... KK71150. SEE Gunther Brewing Company, inc.

Handy new 7-oz. bottle. Little Knick is the name. KK71536. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Howdy Jackson, get on the light side, today. KK74218. SEE Gunther Brewing Company, inc.

Howdy Jackson, get on the light side with Gunther! KK73658. SEE Gunther Brewing Company, inc.

Joy for instant dishwashing. KK71966. SEE Procter and Gamble Company.

Just once over makes painted walls, woodwork, linoleum look newly decorated. KK74907. SEE Procter and Gamble Company.

Less filling because it's a modern low-calory beer. KK71146. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Little Knick is the name! A handy new 7 oz. bottle of this extra-delicious beer ... KK72663. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Never before such fast, easy dishwashing as with improved, milder Joy. KK73013. SEE Procter and Gamble Company.

New all-purpose Spic and Span does 114 of your cleaning jobs faster, cleaner, easier. KK74282. SEE Procter and Gamble Company.

New dishwashing magic. KK73362. SEE Procter and Gamble Company.

New Spic and Span cleans linoleum 100 o/o faster ... KK70125. SEE Procter and Gamble Company.

No matter what the occasion, give the pen that gives the most: Eversharp. KK73349. SEE Eversharp, inc.

Now, a true ale, tangy, rich-tasting, yet light. KK69605. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Now enjoy the premium-dry Gunther, never bitter, never sweet ... KK72506. SEE Gunther Brewing Company, inc.

Now in this handsome shaving kit, gold plated Schick Injector razor, 12 new Gold Pack blades ... KK68750. SEE Eversharp, inc.

Now in Wilmington, New York's fastest growing beer. KK73515. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Now, just in time for your summer home permanent. KK74415. SEE Procter and Gamble Company.

Now taste a true ale that's really light. KK68812. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Now, try Vermont's largest-selling beer in the big, big size. KK68811. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Now, 20 of America's 25 largest corporations bank at Shawmut, and over 10,000 New England businesses of every size and category are Shawmut customers. KK69508. SEE National Shawmut Bank.

Once over, dirt's gone ... KK73056. SEE Procter and Gamble Company.

Once over with new Spic and Span cleans linoleum cleaner twice as fast as soap. No hard rubbing, no rinsing, no wiping dry. KK69413. SEE Procter and Gamble Company.

Only Eversharp gives you this positive protection. KK74856. SEE Eversharp, inc.

Outdoor tricks as practiced by Joe Perko, famous Minnesota guide. KK74213. SEE Eversharp, inc.

Satisfy yourself deep down with this extra light beer. KK71537. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Schick injector's outdoor tricks ... KK70938 ... SEE Eversharp, inc.

Thanks, folks, for making it New York's fastest-growing beer. KK71957. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Thanks, folks, for making it Vermont's largest-selling beer. KK71959. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

This Christmas, the real pen experts, Buffalo dealers, recommend Eversharp to you. KK68757. SEE Eversharp, inc.

This frosty-dry beer gives you more enjoyment. KK72664. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Today taste premium-dry Gunther, never bitter, never sweet ... KK72504. SEE Gunther Brewing Company, inc.

Today try premium-dry Gunther. KK71153. SEE Gunther Brewing Company, inc.

Try it, friends, my frosty-dry beer is less "filling," too! KK73514. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Vermonters desert heavy brews, switch to light, dry beer. KK73052. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

You shave cleaner in 1/2 the time. KK74409 ... SEE Eversharp, inc.

BI-PO COMPANY ©.

More and more dentists are recommending new Bi-Po dual action. (Toothbrush) Adv. from West coast drug-gist, Mar. 1952, p. 73. Appl. author: Edwin P. Gerth. © 15Mar52; KK71784.

BIRD, THOMAS SHELTON.

Bago. KK70094. SEE Abbott Laboratories.

Bazo. KK70358. SEE Abbott Laboratories.

Bebeklerin mamalarina veya mayilere karıştırıldığında lezzetlidir. KK72013. SEE Abbott Laboratories.

Beynin ventriküller sistemi. KK72016. SEE Abbott Laboratories.

Corazón. KK70354. SEE Abbott Laboratories.

Estômago (em posição vertical) KK70355. SEE Abbott Laboratories.

E gostoso em mistura. KK71288. SEE Abbott Laboratories.

Hemogloblin yüzde nisbetinin ve kırmızı globül adedinin artırılması için. KK74506. SEE Abbott Laboratories.

Irrigação da articulação coxofemoral. KK73985. SEE Abbott Laboratories.

Legamenti della articolazione del ginocchio. KK70349. SEE Abbott Laboratories.

Ligaments of the knee joint.

KK70350. SEE Abbott Laboratories. Milza. Visione anteriore della milza che presenta le superfici gastrica e renale. KK74507. SEE Abbott Laboratories.

Páncreas. Riego sanguíneo y relaciones con otros órganos. KK74508. SEE Abbott Laboratories.

Pankreas. Artık diyabetik ve perhizli hastalarınız sevinebilir. KK72014. SEE Abbott Laboratories.

Un plus grand nombre d'heures de soulagement ... KK73452. SEE Abbott Laboratories.

Portal system. KK71796. SEE Abbott Laboratories.

Proceso de osificación normal de la muñeca y de la mano. KK72461. SEE Abbott Laboratories.

Quando a tosse noturna perturba o sono. KK74379. SEE Abbott Laboratories.

Região glútea. KK70351. SEE Abbott Laboratories.

Riego sanguíneo. KK71287. SEE Abbott Laboratories.

Sistema della vena porta. KK72012. SEE Abbott Laboratories.

Sistema portal. KK70359 ... SEE Abbott Laboratories.

Spleen. KK73453. SEE Abbott Laboratories.

Uzun tesirli yeni bir antihistaminik. KK72015. SEE Abbott Laboratories.

Ventricular system of the brain. KK70356. SEE Abbott Laboratories.

Wet brain. KK70678. SEE Abbott Laboratories.

Who-o-o-sh! Ha sentito il richiamo del Vi-Dalin. KK70357. SEE Abbott Laboratories.

BIRD AND SON, INC. ©.

Cathy Juniors by Nevelk. (Shoe carton) Label. © 21Jan52; KK70171.

Criketts. (Shoe carton) Label. © 31Dec51; KK69728.

Super Sioux Mox. (Shoe carton) Label. © 15Apr52; KK73446.

Tri-City shoes. (Shoe carton) Label. © 11Jan52; KK69727.

BIRDS Eye Snider Division, General Foods Corporation. SEE General Foods Corporation. Birds Eye Snider Division.

BIRREN, FABER.

Color. KK70348. SEE Birren (Faber) and Company.

Color. (Reprints) Folder. Appl. author: Faber Birren. © 22Jan52; KK70348.

BISHOP (G. H.) COMPANY ©.

Bag-o-Teer. Combined bagger, invoice desk and bag storage rack. Bags more garments faster with no walking, no reaching, no lifting. (Equipment for dry cleaning plants) Sheet. Appl. author: David A. Freeman. © 1Nov51; KK73150.

Don't let in between operations steal the profits in your laundry. (Production equipment and materials-handling specialties for laundries) Folder. Appl. author: David A. Freeman. © 18Dec51; KK70149.

The key to bigger bundles is better shirts. The best starch is cooked starch. Get a new Bishop cooker. Bishop laundry work-savers cut costs, boost production and profit, give lifetime service. Sheet. Appl. author: David A. Freeman. © 14Mar52; KK73235.

BISHOP (HAZEL) INC. ©.

At last, amazing new liquid-creme rouge discovery. No painted look. This new beauty miracle banishes pale, tired look. Hazel Bishop Complexion Glow. (Cosmetics) Adv. from the New York times magazine, Mar. 9, 1952, p. 33. Appl. author: Raymond Spector. © 9Mar52; KK71474.

The bride kissed 100 men, yet not one had lipstick smears. Hazel Bishop, America's most popular no-smear lipstick. Adv. from the Mirror, Los Angeles, July 12, 1951, p. 43. Appl. author: Raymond Spector. © 12Jul51; KK70232.

Girls, here's how to instantly do away with that pale, tired look. Hazel Bishop Complexion Glow. Liquid-creme rouge. Adv. from Philadelphia bulletin, Mar. 14, 1952, p. 43. Appl. author: Raymond Spector. © 14Mar52; KK71998.

Hazel Bishop's amazing new lasting no-smear lipstick stays on and on and on. Adv. from Columbus evening dispatch, Columbus, Ohio, Mar. 19, 1952, p. 6. Appl. author: Raymond Spector. © 19Mar52; KK71772.

Instantly, new liquid creme rouge does away with pale, tired look. Hazel Bishop Complexion Glow. Adv. from Sunday mirror, Chicago, Feb. 24, 1952, p. 9. Appl. author: Raymond Spector. © 24Feb52; KK71028.

It's new, it's revolutionary. Nothing like it. Amazing liquid-creme rouge does away with pale, tired look, makes you look years younger. Hazel Bishop Complexion Glow. Adv. from South bend tribune, Feb. 20, 1952, p. 16. Appl. author: Raymond Spector. © 20Feb52; KK71771.

Others have tried to imitate, but only Hazel Bishop lipstick has proved so completely smear-proof. Adv. from Newark evening news, Newark, N. J., Feb. 27, 1952, p. 19. Appl. author: Raymond Spector. © 27Feb52; KK71002.

BISHOP'S MILLS, INC. ©.

Knit your dream fashions with dream-soft Bishop's yarns. Counter display. Appl. author: Harriet W. Simons. © 21Nov51; KK70996.

BLACKBURN, ROBERT.

Another Zenith quality achievement. KK74660. SEE Zenith Radio Corporation.

Ask any Zenith owner how great the difference for the slight extra cost in Zenith Quality TV. KK73467. SEE Zenith Radio Corporation.

Ask the man who sials with one. KK71615 ... SEE Zenith Radio Corporation.

Big dial speaker for big set tone in this Zenith table radio-phonograph. KK72406. SEE Zenith Radio Corporation.

The Browns were green with envy. KK68970. SEE Bankers Life Company.

But one standard: quality. KK73432. SEE Zenith Radio Corporation.

But one standard, quality, magnificently yours in the dramatic new Zenith television. KK69620. SEE Zenith Radio Corporation.

Come Christmas 1961, a Zenith quality portable will still be giving. KK68762. SEE Zenith Radio Corporation.

The day I couldn't face my wife. KK72410. SEE Bankers Life Company.

Even if you had a million dollars, you couldn't buy a finer TV. KK71614 ... SEE Zenith Radio Corporation.

For the man who has everything, from the one woman in his life; new Zenith ... KK68766. SEE Zenith Radio Corporation.

For the music lover with perfect pitch. KK74661. SEE Zenith Radio Corporation.

Give the finest gift of all, the gift that pleases all: Zenith quality ... KK68763. SEE Zenith Radio Corporation.

Go around the world by radio ... KK73468. SEE Zenith Radio Corporation.

Greatest advance in record playing since phonographs had horns. KK68760. SEE Zenith Radio Corporation.

Greatest advance in record playing since phonographs had horns. New Zenith Cobra-Matic, simplest automatic record-player ever invented. KK68971. SEE Zenith Radio Corporation.

It had to be Zenith. KK72407. SEE Zenith Radio Corporation.

It's time you took a holiday, with the new Zenith Holiday portable. KK74663. SEE Zenith Radio Corporation.

Life Bras by Formfit now featuring the new Triple Fit. KK68969. SEE Formfit Company.

The magic of quality, never more apparent than now in dramatic new Zenith television. KK68764. SEE Zenith Radio Corporation.

Now, Caruso's records sound like Caruso, and Melchior's sound like Melchior. KK71800. SEE Zenith Radio Corporation.

Now for farm families, all-weather, new-distance radio reception. Static free Zenith ... KK68765. SEE Zenith Radio Corporation.

Now, radio science brings the world to your desk. KK71609. SEE Zenith Radio Corporation.

Now, the Zenith clock radios with big set performance. KK73469. SEE Zenith Radio Corporation.

One day you will own a Zenith TV. KK71613. SEE Zenith Radio Corporation.

Only Life Bras by Formfit give you the new Triple Fit. KK68968. SEE Formfit Company.

The only radio of its kind in the world. KK74664. SEE Zenith Radio Corporation.

Quality. We have never sacrificed quality for price. KK71611. SEE Zenith Radio Corporation.

Quality you will never fully know until you own a Zenith TV. KK74665. SEE Zenith Radio Corporation.

This crest is your guarantee of Zenith quality. KK72404. SEE Zenith Radio Corporation.

Vacation with the world's most travelled radio. KK72403. SEE Zenith Radio Corporation.

What, sacrifice my \$100,000 farm to pay estate taxes? KK72409. SEE Bankers Life Company.

Works where other radios fail. KK71610. SEE Zenith Radio Corporation.

You mean my \$100,000 farm may have to be sold at a sacrifice to pay taxes? KK72408. SEE Bankers Life Company.

You'd expect it from Zenith. KK72405. SEE Zenith Radio Corporation.

Zenith brings you world's finest full-focus TV picture; thousands acclaim spectacular new Electronex tube. KK68761. SEE Zenith Radio Corporation.

Zenith FM, the farm miracle in radio. KK71612. SEE Zenith Radio Corporation.

Zenith, most wanted of all radio-phonographs. KK69808. SEE Zenith Radio Corporation.

Zenith TV the set with the silver fingers, 1952. KK69809. SEE Zenith Radio Corporation.

BLACKWELL, W. DONALD ©.

In blue you're terrific. (Neckties and handkerchiefs) Label. © 28May52; KK73993.

BLANCHETTE-MACK, INC. ©.

At last, a complete slenderizing system ... From size 20 to 14 for keeps. Slenderella. (Girl wearing polka dot dress in size 14 tag. Reducing salon) Adv. from the Daily news, New York, Apr. 23, 1952, p. 56. Appl. author: Doyle Dane Bernbach, inc. © 23Apr52; KK72553.

At last, a complete slenderizing system ... From size 20 to 14 for keeps. We'll correct your posture. Slenderella. (Girl in bathing suit holding ball over her head. Reducing salon) Adv. from New York daily news, May 5, 1952, p. 37. Appl. author: Doyle Dane Bernbach, inc. © 5May52; KK73105.

From size 20 to 14 for keeps. At last a slenderizing system that will slim you where you need it ... (Girl in bathing suit) Adv. from New York daily news, May 12, 1952, p. 37. Appl. author: Doyle Dane Bernbach, inc. © 12May52; KK74426.

From size 20 to 14 for keeps. At last a slenderizing system that will slim you where you need it ... (Girl in hat, dress, and gloves) Adv. from New York daily news, May 7, 1952, p. 63. Appl. author: Doyle Dane Bernbach, inc. © 7May52; KK74425.

From size 20 to 14 for keeps. At last, a slenderizing system that will slim you where you need it and keep you that way ... Slenderella, formerly Siloette. Adv. from New York daily news, Jan. 9, 1952, p. 56. Appl. author: Doyle Dane Bernbach, inc. © 9Jan52; KK69525.

From size 20 to 14 for keeps. At last, a slenderizing system that will slim you where you need it ... Slenderella, formerly Siloette. (Girl in suit in tag marked size 14) Adv. from Daily news, Jan. 7, 1952, p. 26. Appl. author: Doyle Dane Bernbach, inc. © 7Jan52; KK69380.

From size 20 to 14 for keeps. Slenderella (formerly Siloette) the slenderizing system with a money-back guarantee. (Girl in tag, wearing dress and hat, carrying bag) Adv. from New York daily news, Jan. 2, 1952, p. 56. Appl. author: Doyle Dane Bernbach, inc. © 2Jan52; KK69442.

From size 20 to 14 for keeps. We'll correct your posture ... (Girl in hat and two-tone dress, with hand on hip) Adv. from New York daily news, May 14, 1952, p. 59. Appl. author: Doyle Dane Bernbach, inc. © 14May52; KK74428.

He won't take his eyes off you after you've been to a Slenderella salon. The only slenderizing system with a money-back guarantee. Adv. from Vogue, Feb. 1, 1952, p. 232. Appl. author: Doyle Dane Bernbach, inc. © 1Feb52; KK70092.

BLANCHETTE-MACK, INC. ©. Cont'd.

We'll slim you from size 20 to 14 for keeps. (Girl in bathing suit holding ball over her head) Adv. from the New York daily news, May 13, 1952, p. 40. Appl. author: Doyle Dane Bernbach, inc. © 13May52; KK74427.

We'll slim you from size 20 to 14 for keeps. Slenderella. (Girl in polka dot dress. Reducing salon) Adv. from New York daily news, May 6, 1952, p. 46. Appl. author: Doyle Dane Bernbach. © 6May52; KK73106.

BLATZ BREWING COMPANY ©.

Brewing better beer for over 100 years. Delicious Blatz beer adds to your enjoyment of any sport. Folder. © 27Nov51; KK69978.

BLAW KNOX COMPANY ©.

Convert waste wood chips into blue chips with an Allboard mill. Adv. from the Lumberman, Mar. 1952, p. 94-95. Appl. author: Al Paul Lefton Co., inc. © 7Mar52; KK72818.

Why burn it when you can sell it? Now, high-quality hardboard for structural and decorative use is produced at low cost from waste wood in various forms. Adv. from the Lumberman, Apr. 1952, p. 39. Appl. author: Al Paul Lefton Co., inc. © 7Apr52; KK73396.

BLAW-KNOX COMPANY. BUFLOVAK EQUIPMENT DIVISION ©.

Buflovak evaporators for every industrial use. Catalog no. 351. 4th ed. 71 p. Appl. author: Lambert J. Wischerath. © 11Nov51; KK69475.

BLOCH, ADOLPH L.

Borene borax soap granules. Large size. KK68994. SEE Mt. Hood Soap Company.

BLOOM, GERTRUDE.

Instructions. This kit includes everything you need to make three lovely raffia covered bowls like you've seen at grown-up parties. KK68941. SEE Conelstan Corporation.

Make raffia covered bowls with the Raffia Craft Kit. KK68940. SEE Conelstan Corporation.

BLOOM, IRVING.

Instructions. This kit includes everything you need to make three lovely raffia covered bowls like you've seen at grown-up parties. KK68941. SEE Conelstan Corporation.

Make raffia covered bowls with the Raffia Craft Kit. KK68940. SEE Conelstan Corporation.

BLUE DIAMOND CORPORATION ©.

Blue Diamond cement paint for finishing exterior stucco, concrete block and brick. 25 lbs. net weight. (Scattered diamond design) Label. Appl. author: Donald Wiltse. © 1Aug48; KK72863.

BLUM, GERALD.

cPaper bag which includes following designs: Yosemite Valley, Friant Dam, Wawona Tree and others. KK73738. SEE Gottschalk (E.) and Company, inc.

BOEHM, PAUL F.

Axonometric drawing, the universal picture language. KK71673. SEE Cassell (John R.) Company, inc.

BOLAN, CHARLES W.

Another modern well-planned school selects Medart telescopic gym seats and gymnasium equipment. KK74190. SEE Medart (Fred) Products, inc.

What goes on in today's modern gymnasium? KK72382. SEE Medart (Fred) Products, inc.

BOLIN, HENRY J. ©.

Custom built metal windows. St. Andrew's Evangelical Lutheran Church, Richmond Hill, N. Y. Folder. © 15Mar52; KK71624.

BOLTA PRODUCTS SALES, INC.

At home with Boltaflex. (Plastic upholstering material) 15 p. Appl. author: Sol Sackel. © Bolta Products Sales, inc., also d.b.a. Bolta; 14Mar52; KK72726.

BOMAC LABORATORIES, INC. ©.

Bomac electron tube 5C22. Label. © 17Mar52; KK71433.

BONHAJO, LOU.

Tony Town sweet peas. KK70272. SEE Larsen Company.

BONLEY PRODUCTS COMPANY ©.

Potato basket and noodle nest. Label. Appl. author: Jack Levy. © 5Jun51; KK69590.

BONSIB, BILL.

Insect dial. KK69680. SEE Chemical Corporation of Colorado.

BOOKLER, MORTON.

You can make it in an hour. KK70912. SEE Stylecraft Frocks, inc.

BOOTH FISHERIES CORPORATION ©.

Scallops, a New England product, ready to cook. Famous Booth foods. Net wt. 12 oz. Label. © 16Jan52; KK70271.

BORDEN COMPANY.

Annual report, 1950. (Dairy products) 24 p. Appl. authors: Theodore G. Montague & Robert E. Ellsworth. © The Borden Co.; 14Mar51; KK70315.

Annual report, 1951. (Dairy products) 28 p. Appl. author: Theodore G. Montague. © The Borden Co.; 13Mar52; KK74785.

Borden quarterly memo to stockholders. Our new financing plans. (Dairy products) Folder. Appl. authors: Theodore G. Montague & Robert E. Ellsworth. © The Borden Co.; 2Mar51; KK70313.

Cool customers are your warmest friends. Borden's buttermilk candy chocolate drink. Adv. Appl. author: Jim Hicks. © The Borden Co.; 15Aug51; KK72838.

18 delicious dessert and party recipes and every one of them easy to make and serve at home. (Ice cream) Pamphlet. Appl. author: Vernon Winnett. © The Borden Co.; 20Feb51; KK72831.

Elsie brand ice cream on-a-stick. 10¢. Net contents 3 fl. ozs. Label. Appl. author: David W. Reid, Jr. © The Borden Co.; 3Jul51; KK72623.

Elsie says: To fill the bill and ring the till, serve new Borden's Yogourt. (Dairy products) Adv. Appl. author: Jim Hicks. © The Borden Co.; 15Sep51; KK72837.

Elsie's C-note. (Dairy products) Booklet. Appl. author: George J. Kienzie. © The Borden Co.; 1May51; KK70314.

Elsie's Milky Way. (Milk) Label. Appl. author: George J. Kienzie. © The Borden Co.

Mar. 1951. © 1Mar51; KK70304.

Apr. 1951. © 1Apr51; KK70309.

May 1951. © 1May51; KK70305.

June 1951. © 1Jun51; KK70306.

July 1951. © 1Jul51; KK70307.

Aug. 1951. © 1Aug51; KK70308.

Goodness, what 39¢ buys now. Mello, Borden's new luscious frozen dessert. Adv. Appl. author: Felix Palm. © The Borden Co.; 13Sep51; KK72830.

Here's a profit picture for you, for June! Feature flavor for June, Borden's lemon flake ice cream. Adv. from Food mart news, June 1, 1951, p. 19. Appl. author: Felix Palm. © The Borden Co.; 1Jun51; KK70316.

It's no trick to take dollars from this dish. (Ice cream) Adv. Appl. author: Felix Palm. © The Borden Co.; 15Jul51; KK72836.

Magic recipes. Eagle Brand sweetened condensed milk. Folder. Appl. author: Gerald C. Fochtman. © The Borden Co.; 15Feb52; KK72624.

None Such mince meat. Net weight 9 oz. Borden's. Label. Appl. author: Frank Gianninoto. © The Borden Co.; 15May52; KK74783.

None Such ready-to-use mince meat. Borden's. Label. Appl. author: Paul K. Abrahamson. © The Borden Co.; 15May52; KK74784.

Now appearing in your neighborhood! Elsie the Borden cow! Top billing every time! (Dairy products) Adv. from Chain store age, June 1950, p. 41. Appl. author: Eddie Johnson. © The Borden Co.; 1Jun50; KK70310.

Pick a pip! Pick pineapple pecan with the dreamy-creamy flavor! Borden's ice cream. Adv. from Chicago daily news, Mar. 1, 1951, p. 29. Appl. author: Ross Wetzel. © The Borden Co.; 1Mar51; KK70438.

Pull up a chair and a cracker. Borden's fine cheeses. Adv. from Family circle, Dec. 1950, p. 101. Appl. author: Clifford Hartley. © The Borden Co.; 30Nov50; KK70317.

Reach for this peach with the dreamy-creamy flavor. You can bet it's Borden's feature flavor for August, peach ice cream. Adv. Appl. author: Felix Palm. © The Borden Co.; 9Aug51; KK72835.

Safety chatter. (Dairy products) Folder. Appl. author: George J. Kienzie. © The Borden Co. May-June 1951. © 15May51; KK70311. July-Aug. 1951. © 15Jul51; KK70312.

Smart circle dish for meatless menus. Tomato aspic ring with Borden's creamy cottage cheese! Adv. from Chicago daily tribune, Mar. 8, 1951, p. 16F. Appl. author: Felix Palm. © The Borden Co.; 8Mar51; KK70319.

So festive, so easy to serve. Borden's egg nog. Non-alcoholic. Adv. Appl. author: Robert Emmett McCarthy. © The Borden Co.; 13Dec51; KK72832.

We'll take lemon flake with the dreamy-creamy flavor! You can bet it's Borden's feature flavor for June, lemon flake ice cream. Adv. from Chicago daily news, June 7, 1951, p. 26. Appl. author: Felix Palm. © The Borden Co.; 7Jun51; KK70318.

What's your most profitable dessert? If you will take ten minutes to sit down and work out the answer ... Your most profitable dessert is ice cream. Adv. Appl. author: Felix Palm. © The Borden Co.; 15Sep51; KK72833.

You'll be glad you swallowed this sales story. Borden's chocolate drink candy buttermilk. Adv. Appl. author: Felix Palm. © The Borden Co.; 15Jul51; KK72834.

BORDEN COMPANY. Cont'd.
You'll make a healthy profit with new Borden's Yogourt. (Dairy products) Adv. Appl. author: Felix Palm. © The Borden Co.; 15Sep51; KK72829.

BOSCH BREWING COMPANY ©.
Be sure to tune in Bosch deer hunter's radio round-up! Welcome to Michigan's upper peninsula! The Nation's favorite hunting ground and the home of Bosch beer. Card. © 2Nov51; KK70026.

BOSTONIAN SHOES.
A-h-h-h-h- hi! Who said that? You did. Bostonian Footsavers. Adv. from Time, Nov 19, 1951, p. 43. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 15Nov51; KK69854.

Make way for the new Bostonians. Make way for Cordovans, noblest of leathers. (Shoes) Adv. from Esquire, Nov. 1951. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 5Oct51; KK69855.

Pedigreed grains; the foot-friendly kind, with the well-crafted Bostonian look. (Shoes) Adv. from Esquire, Oct. 1951, p. 37. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 7Sep51; KK69072.

This makes it a triple Christmas. Bostonians, greater comfort than you've ever known. (Shoes) Adv. from Esquire, Jan. 1952, p. 134. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 7Dec51; KK73820.

This season, the new U-tip. You'll agree that this smart U-tip is a fresh new style-of wing tip. (Shoes) Adv. from Esquire, Mar. 1952, p. 25. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 8Feb52; KK73821.

This spring, it's the new U-tip. Bostonians, greater comfort than you've ever known. Adv. from Life, Mar. 17, 1952, p. 113. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 14Mar52; KK73563.

We believe we've found your shoe! Perhaps you feel your shoes have been comfortable enough. Footsavers. Adv. from Time, Dec. 17, 1951. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 13Dec51; KK72540.

You can will these Cordovans to your grandson. Bostonians. (Shoes) Adv. from Life, Oct. 15, 1951, p. 81. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 12Oct51; KK70249.

Your feet would pay twice what these shoes cost you! Bostonian Footsavers. Adv. from Time, Mar. 10, 1952, p. 56. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 6Mar52; KK73566.

BOSTROM, ROBERT W.
P-B-Sal Ulmer, formerly called Panasal Ulmer. KK72277. SEE Ulmer Pharmacal Company.

BOTANY MILLS, INC. ©.
Botany brand. Wrinkle-proof ties, sport shirts and slacks. Look for the Botany brand label on products for men, women and children. Adv.

from the New York times magazine, Dec. 9, 1951, p. 80. Appl. author: Botany Mills, inc., employer for hire. © 9Dec51; KK68827.

Botany brand certified fabrics for home sewing. Take a needle, pretty lady. Adv. from Vogue pattern book, spring 1952, p. 2 of cover. Appl. author: Botany Mills, inc., employer for hire. © 4Jan52; KK69875.

Botany brand 500, tailored by Daroff. A good traveler. A jaunty, light- yet-warm topcoat intended to give long mileage and broad "smileage". Botany brand 500 is made to weather many seasons. (Men's topcoats) Adv. from Holiday, Mar. 1952, p. 4. Appl. author: Botany Mills, inc., employer for hire. © 20Feb52; KK70736.

Botany brand 500, tailored by Daroff. Bursting with good things to wear! (Men's suits) Adv. from the New York times magazine, Mar. 16, 1952, p. 72. Appl. author: Botany Mills, inc., employer for hire. © 16Mar52; KK73530.

Botany brand 500; tailored by Daroff. Win, place and show. (Men's clothing) Adv. from Esquire, Apr. 1952, p. 108. Appl. author: Botany Mills, inc., employer for hire. © 7Mar52; KK71210.

Botany brand no-dye-lot yarns end that patched-up look in your knitting. Adv. from Modern needlecraft, spring-summer 1952, p. 4 of cover. Appl. author: Botany Mills, inc., employer for hire. © 10Jan52; KK69876.

The Botany model of the month club. (Yarns) Folder. Appl. author: Botany Mills, inc., employer for hire.

- v. 12, no. 1. © 2Jan52; KK69248.
- v. 12, no. 2. © 1Feb52; KK70087.
- v. 12, no. 3. © 3Mar52; KK71604.
- v. 12, no. 4. © 1Apr52; KK72070.
- v. 12, no. 5. © 1May52; KK73413.
- v. 12, no. 6. © 2Jun52; KK74794.

Get acquainted travel kit of famous beauty aids. Yours for the asking from Botany. (Toilet preparations) Adv. from Forecast for home economists, Feb. 1952, p. 98. Appl. author: Botany Mills, inc., employer for hire. © 20Jan52; KK70705.

Only Botany brand wrinkle-proof ties have the patented innerspring fabric construction. Adv. from Look, Feb. 12, 1952, p. 77. Appl. author: Botany Mills, inc., employer for hire. © 29Jan52; KK70214.

Right in time for your spring sewing. Botany certified fabrics in spring frolic colors. Adv. from the Christian science monitor, Feb. 13, 1952, p. 6. Appl. author: Botany Mills, inc., employer for hire. © 13Feb52; KK71192.

She knows Botany. Bellciano, too, knows Botany brand Rakana, fine monotone tweed, and Drurylaine, a worsted rep. Adv. from Vogue, Mar. 1, 1952, p. 49. Appl. author: Botany Mills, inc., employer for hire. © 13Feb52; KK71193.

She knows Botany. Botany congratulates Stern-Slegman-Prins on this memorable occasion of its 25th anniversary. (Fabrics) Adv. from Women's wear daily, May 13, 1952, p. 50. Appl. author: Botany Mills, inc., employer for hire. © 13May52; KK74568.

She knows Botany. Handmacher, too, knows Botany brand fine worsteds ... Adv. from Mademoiselle, Feb. 1952, p. 23. Appl. author: Botany Mills, inc., employer for hire. © 1Feb52; KK70267.

She knows Botany. Harry Frechtel, too, knows the fresh, pristine look of Botany brand shepherd check, woven from 100 o/o virgin wool. Uses it adroitly in this smart spring original. (Fabrics) Adv. from Vogue, Feb. 1, 1952, p. 37. Appl. author: Botany Mills, inc., employer for hire. © 1Feb52; KK70452.

She knows Botany. Jo Copeland of Pattullo knows, too, the instant feminine appeal of Botany brand Drurylaine, a crisp worsted, woven of fine 100 o/o virgin wool. (Fabrics) Adv. from Harper's bazaar, Feb. 1952, p. 41. Appl. author: Botany Mills, inc., employer for hire. © 1Feb52; KK70453.

She knows Botany. Philip Mangone, too, knows Botany brand shepherd check, crisp worsted in 100 o/o virgin wool ... Adv. from Harper's bazaar, Jan. 1952, p. 31. Appl. author: Botany Mills, inc., employer for hire. © 1Jan52; KK68790.

She knows Botany. She knows Botany brand Reedston, the worsted flannel that's woven of pure virgin wool. Adv. from Charm, Jan. 1952, p. 9. Appl. author: Botany Mills, inc., employer for hire. © 24Dec51 (in notice: 1952); KK69298.

She knows Botany. She knows the crisp efficiency of Botany brand worsteds ... Adv. from Charm, Feb. 1952, p. 61. Appl. author: Botany Mills, inc., employer for hire. © 24Jan52; KK70269.

Tailored by Daroff. Magnify your good looks and collect your share of admiration by wearing Botany brand 500, tailored by Daroff. (Men's suits) Adv. from Look, Apr. 8, 1952, p. 46. Appl. author: Botany Mills, inc., employer for hire. © 25Mar52; KK71892.

That just-for-you air. Botany certified fabrics for home sewing. Your own home-sewn creation ... Adv. from the Christian science monitor, Nov. 14, 1951, p. 14. Appl. author: Botany Mills, inc., employer for hire. © 14Nov51; KK68828.

Try these for size, Mr. Esquire Reader. We think you're just the man for Botany brand. (Men's clothing) Adv. from Esquire, Apr. 1952, p. 4 of cover. Appl. author: Botany Mills, inc., employer for hire. © 7Mar52; KK71211.

Virgin wool sports shirts with the fabric that behaves in action. Botany brand. Adv. from the Saturday evening post, Dec. 15, 1951, p. 76. Appl. author: Botany Mills, inc., employer for hire. © 12Dec51; KK72006.

Wrinkle-proof ties. Crush, let go, wrinkles are out. Botany brand. (Neckwear) Adv. from the Saturday evening post, Dec. 15, 1951, p. 77. Appl. author: Botany Mills, inc., employer for hire. © 12Dec51; KK72005.

You get all the ingredients for selling success in Botany brand pure lanolin. Adv. from Drug topics, Feb. 25, 1952, p. 47. Appl. author: Botany Mills, inc., employer for hire. © 25Feb52; KK70921.

BOURBON BEEF CATTLE ASSOCIATION ©.
Your invitation to more profits with Bourbon beef. Feeders manual for the annual Bourbon beef show. 8 p. Appl. author: James R. Rash, Jr. © 10Jul46; KK71119.

BOURKE AND MILLER, INC. ©.

As warm as Jones & Co. When the heat's on, efficiency goes up in smoke. General Electric authorized distributor. Quality Air Conditioning Company. (Toaster; office scene) Sheet. © 3Jan52; KK69297. The bee that gets the honey doesn't hang around the hive. (Commercial reports) Sheet. © 29Jan51; KK71981.

Dear Mr. Jones: You may have felt it already. General Electric authorized distributor. Quality Air Conditioning Company. (Still life with telephone) Sheet. © 3Jan52; KK69295.

Is the world getting warmer? Mobilheat. (Fuel oil) Sheet. © 4Jan52; KK69632.

Mr. Jones, ever look at your fuel oil? Mobilheat. Sheet. © 1Feb52; KK70282.

Mr. Jones, it's your melon. General Electric authorized distributor. Quality Air Conditioning Company. (Watermelon) Sheet. © 3Jan52; KK69294.

Mr. Jones, there's your summer picture. General Electric authorized distributor. Quality Air Conditioning Company. (Cash register with thermometer) Sheet. © 3Jan52; KK69296.

Mobilheat always comes through. (Fuel oil) Sheet. © 4Jan52; KK69633.

Plan your next winter's comfort now. Oil and coal. Mr. Jones, the choice is yours. (Fuel oil) Sheet. © 1Feb52; KK70798.

Runs on small change and a key! Greater today, in every way. 1952 Henry J. Corsair. (Automobiles) Sheet. © 1Feb52; KK70134.

A special delivery. (Christmas hallway) Mobilheat. (Fuel oil) Sheet. © 1Feb52; KK70283.

Welcome, neighbor! Mobilheat. (Fuel oil) Sheet. © 1Feb52; KK70281.

BOUSQUET, CHARLES E.

Add a letter contest. KK69783. SEE Bousquet-Glynn Company.

BOUSQUET-GLYNN COMPANY ©.

Add a letter contest. (General) Adv. from the Evening Chronicle, North Attleboro, Mass., Sept. 22, 1951, p. 51. Appl. author: Charles E. Bousquet. © 22Sep51; KK69783.

BOVIER, L. S.

Fluorolubes. KK71132. SEE Hooker Electrochemical Company.

BOWERS, V. M.

Carriage bolts. Cut thread, nuts attached. KK72148. SEE Hibbard, Spencer, Bartlett and Company.

Lag bolts. Cut thread, gimlet points. KK72150. SEE Hibbard, Spencer, Bartlett and Company.

Machine bolts. Cut thread, nuts attached. KK72149. SEE Hibbard, Spencer, Bartlett and Company.

BOWMAN GUM, INC. ©.

Spacemen, jets, rockets. Six picture cards and gum 5¢. Label. Appl. author: William S. Savage. © 15Nov51; KK71687.

BOYD, Hugh L., d.b.a. Boyd TV Set Sign Company.

SEE Boyd TV Set Sign Company.

BOYD TV SET SIGN COMPANY.

Presenting Boyd TV set signs. Stay first in line with this card-type sign. (Advertising) Folder. © Hugh L. Boyd, d.b.a. Boyd TV Set Sign Co.; 29Feb52 (in notice: 1951); KK74702.

BOYER, W. E.

The original Boyer's milk chocolate peanut butter. KK70704. SEE Boyer Brothers, Inc.

BOYER BROTHERS, INC. ©.

The original Boyer's milk chocolate peanut butter. Mallo cup candy. Label. Appl. author: W. E. Boyer. © 18Dec51; KK70704.

BOZELL AND JACOBS, INC.

America's fastest-growing 40 o/o hog supplement, because it's producing some of America's fastest-growing hogs. Bullets. KK69338. SEE Staley Milling Company.

America's fastest-growing hog supplement. KK70395. SEE Staley Milling Company.

Chick Atoms ... KK72429 ... SEE Staley Milling Company.

A Christmas gift without attachments! The Dial-A-Stitch Pfaff sewing machine. KK72888. SEE Pfaff Sewing Machine Corporation.

Egg and mash. KK72499. SEE Staley Milling Company.

Feed soft corn profitably with Bullets. KK69337. SEE Staley Milling Company.

Feed soft corn profitably with Pro-Lass. KK69336. SEE Staley Milling Company.

4 out of 5 say hens lay more eggs when fed new winterized Egg Atoms. KK69339. SEE Staley Milling Company.

Golden Bullets, 40-caliber, hog supplement. KK72497. SEE Staley Milling Company.

Grower atoms. KK72498. SEE Staley Milling Company.

New golden Pro-Lass pellets with aureomycin the golden anti-biotic. KK73663. SEE Staley Milling Company.

New golden Pro-Lass with aureomycin the golden anti-biotic. KK73662. SEE Staley Milling Company.

Not 1, but 2-stork litters when you feed Pig Mama to sows before farrowing. KK72428. SEE Staley Milling Company.

Not 16 o/o, not 18 o/o, not 24 o/o, it's 34 o/o protein. 34 o/o dairy concentrate. KK69336. SEE Staley Milling Company.

Now, Pig Mama's amazing no-runt guarantee. KK72430. SEE Staley Milling Company.

Staley Pig Mama. KK71217. SEE Staley Milling Company.

This bag counts as one vote in Staley's famous pullet poll; Democratic choice. Pullet atoms. KK73661. SEE Staley Milling Company.

This bag counts as one vote in Staley's famous pullet poll; Republican choice. Pullet atoms. KK73660. SEE Staley Milling Company.

You couldn't set a better table for your laying hens. KK72427. SEE Staley Milling Company.

BRABANT-MILLER, INC. ©.

Keep your cigarettes factory fresh with the new chemically treated Polar-Mist cigarette humidifier. Poster. © 1Mar52; KK71276.

BRADLEY, Alvin M., Marvin Katz, Ellis G. Bradley and A. Barton Brodkey, d.b.a. Yale-Nash Company.

SEE Yale Nash Company.

BRADLEY, Ellis G., Marvin Katz, Alvin M. Bradley and A. Barton Brodkey, d.b.a. Yale-Nash Company.

SEE Yale-Nash Company.

BRADY (RICHARD H.) COMPANY, INC.

Here's perfect harmony for day's beginning, day's end. Consoweld decorative laminates, surfaces of enduring beauty. KK69434. SEE Consolidated Water Power and Paper Company. Ahdawagam Division.

Radar components or restaurant counters. Consoweld laminates and impregnated papers have a solid record of product ... Matched pattern plates for accurate castings, wear-resistant hotel furniture etc. KK69243. SEE Consolidated Water Power and Paper Company. Ahdawagam Division.

BRANN, DONALD R.

Chest cabinet, build it yourself. KK72877. SEE Easi-Bild Pattern Company.

Easi-Bild full size jig saw pattern book. KK74120. SEE Easi-Bild Pattern Company.

Floor and wall gun racks, build it yourself. KK72879. SEE Easi-Bild Pattern Company.

Headboard storage unit, build it yourself. KK72878. SEE Easi-Bild Pattern Company.

Nativity scene, build it yourself. KK72875. SEE Easi-Bild Pattern Company.

Rod and gun cabinet, build it yourself. KK72880. SEE Easi-Bild Pattern Company.

Step end table, build it yourself. KK72881. SEE Easi-Bild Pattern Company.

Wonder bar, build it yourself. KK72876. SEE Easi-Bild Pattern Company.

BRATTON, ELIZABETH ©.

Tch U Blocks. (Design forming play pieces or blocks) Label. © 3Apr52; KK72279.

BRAUM (J. G.) COMPANY ©.

Baluster ornaments, malleable iron and aluminum. Catalogue (no. 55. (Mailing pamphlet) © 16May52; KK74553.

BRAUN (C. F.) AND COMPANY ©.

Alumina from bauxite. Bauxite from Jamaica ... Folder. © 1May52; KK73326.

BRAUN (G. A.) INC. ©.

Air power gives precision control. Set your rivets uniformly. Save man hours and fabrication failures with predetermined Rivetimer model A. (Riveting control) Sheet. Appl. author: Barlow Advertising Agency. © 10Mar52; KK73168.

BRECHT CANDY COMPANY ©.

Flap-jacks. Chocolate pecans and caramel. Net weight 10 ozs. Label. Appl. author: Gilbert G. Young. © 18Apr52; KK73524.

Western hospitality chocolates. One pound net. Label. Appl. author: Gilbert G. Young. © 1Apr51; KK70029.

BRECK (JOHN H.) INC. ©.

Beautiful-hair. Breck Hairdress keeps hair soft and in place. Poster. © 3Apr52; KK72196.

Beautiful hair. Breck shampoos for dry hair, for normal hair and for oily hair. Poster. © 3Apr52; KK72197.

BREDLOW, WARREN K.

I said, can you write an ad ... You can win cash or prizes for Vent-A-Hood ads. KK72796. SEE Narby Features.

BREGMAN, Harold, d.b.a. Maintenance Supply Company of Southern California.

SEE Maintenance Supply Company of Southern California.

BREIER (MARCUS) SONS, INC. ©.

Here's how to be jacket headquarters in your town. Bantamac. (Men's jackets) Adv. from Men's wear, Apr. 25, 1952, p. 159. Appl. author: Doyle Dane Bernbach, inc. © 25Apr52; KK73276.

It's supposed to be a secret until June 15 but, we're giving Dad a Bantamac jacket. Adv. from the New York times, May 25, 1952, p. 21. Appl. author: Doyle Dane Bernbach, inc. © 25May52; KK73947.

The only jacket we don't make is the jacket on a potato. Bantamac jackets. Adv. from the New York times magazine, Mar. 23, 1952, p. 14. Appl. author: Doyle Dane Bernbach, inc. © 23Mar52; KK71535.

BREISMEISTER, FRED C.

From A to Z, the most complete information on the sport of fishing ever packed into one book. KK74796.

SEE Wise (Wm. H.) and Company, inc. The world's finest, most up-to-date complete courses in every type of photography. The encyclopedia of photography. 11 giant volumes. Over 250 highest-paid experts show you everything ... KK68798. SEE National Educational Alliance, inc.

BREITENBACH, ROBERT H.

Metal casement windows need storm sash too. KK68734. SEE Chamberlin Company of America.

Save fuel \$\$\$\$. Call a Chamberlin man. KK68733. SEE Chamberlin Company of America.

BRENNAN MARGULIS ADVERTISING COMPANY.

Homer's great Old Master. OJC, the Old Master in Kentucky straight bourbon whiskey. KK69681. SEE St. Louis Wholesale Liquor Company.

BRESNICK, OSCAR.

Be bright, stay light. KK73314. SEE Dawson's Brewery, inc.

A firm foundation for good sleeping posture. KK69714. SEE Rose-Derry Company.

Good crib posture is so important. KK71742. SEE Rose-Derry Company.

Only Kantwet has this built-in sales clincher. KK70444. SEE Rose-Derry Company.

Puts backbone in crib mattress sales. KK72270. SEE Rose-Derry Company.

Stay slim, keep trim. Dawson's contains less calories. KK71903 ... SEE Dawson's Brewery, inc.

You've got me sold. KK70949. SEE Rose-Derry Company.

BREWER (BRUCE B.) AND COMPANY.

Announcing the all-new Wizards - with the pick of the most wanted features. KK74055. SEE Western Auto Supply Company.

Before you buy, see why millions choose famous Wizard appliances. KK74227. SEE Western Auto Supply Company.

The biggest money-saving idea in car maintenance in 20 years. KK73569. SEE Western Auto Supply Company.

Compare them all, see why only Wizard dares make this money-back guarantee. Wizard super twin "6"... KK73304. SEE Western Auto Supply Company.

Dear Bobby: I'm sorry that not every youngster can own a Western Flyer. Every boy and girl wants a Western Flyer. KK69159. SEE Western Auto Supply Company.

Discover why millions are proud owners of these guaranteed Wizard appliances. KK73306. SEE Western Auto Supply Company.

Good-bye to this cost. KK73575. SEE Western Auto Supply Company.

Here's the mower that turns grass clippings into rich fertilizer. KK74051. SEE Western Auto Supply Company.

How to get the radio you want and save \$20 to \$30 and still more savings for your workbench and car. KK73574. SEE Western Auto Supply Company.

More than 3,000,000 Truetone radios have been chosen by families like yours. Truetone Movie Screen TV guarantees you the clearest, sharpest, most trouble-free picture in your neighborhood. KK69153. SEE Western Auto Supply Company.

New-engine your car now for as little as \$16 down. KK69151. SEE Western Auto Supply Company.

New 1952 Wizard Powermatic "10" gives you the newest shift, newest speed control and stepped-up power. KK73308. SEE Western Auto Supply Company.

New shift, new controls, new power, yours in Wizard Powermatic "10". KK73309. SEE Western Auto Supply Company.

New Wizard power mower fertilizes your lawn automatically as it cuts. KK74050. SEE Western Auto Supply Company.

New Wizard Powermatic "10" - with stepped up power to push heavy loads at higher speeds. KK73570. SEE Western Auto Supply Company.

Now grass cutting is so easy it's actually fun with our Wizard power mower! KK73307. SEE Western Auto Supply Company.

Only Revelation fishing line is guaranteed not to break within 3 years ... KK73305 ... SEE Western Auto Supply Company.

See how little it costs to give him professional quality Westcraft tools. KK69155. SEE Western Auto Supply Company.

See these April specials at Western Auto. KK74054. SEE Western Auto Supply Company.

See, try, and compare Westcraft tools; discover how little fine tools can cost. KK69158. SEE Western Auto Supply Company.

See, try, compare - you too, will choose Westcraft tools over all other brands. KK73577. SEE Western Auto Stores and Associate Stores.

See, try, compare - you'll choose Westcraft tools over all others. KK73572. SEE Western Auto Stores and Associate Stores.

Store 1/4 ton of frozen food in this farm-size freezer that saves you up to \$150. KK69031. SEE Western Auto Stores and Associate Stores.

This Christmas, see how little it costs to give famous professional quality Westcraft tools. KK69157. SEE Western Auto Supply Company.

The thrill of a lifetime; first ride on his new Western Flyer. KK69152. SEE Western Auto Supply Company.

We got a "new car" for less than \$200, thanks to these money-saving auto supplies from Western Auto. KK69604. SEE Western Auto Supply Company.

Western Auto guaranteed us the clearest picture in our neighborhood - or our money back. KK73576. SEE Western Auto Supply Company.

With prices like these, no wonder thousands choose professional quality Westcraft tools. KK73578. SEE Western Auto Supply Company.

Wizard - America's only outboard with this money-back guarantee. KK74053. SEE Western Auto Supply Company.

You don't have to be a tool expert to see why experts choose guaranteed Westcraft tools. KK74052. SEE Western Auto Supply Company.

You'll be proud to give a Truetone radio. Make this a television Christmas with Truetone Movie Screen TV. KK69154. SEE Western Auto Supply Company.

Your wonderland of Christmas gifts for everyone in every family. KK69156. SEE Western Auto Supply Company.

BREWING CORPORATION OF AMERICA ©.

Be light hearted! Stay light hearted! Step up to Carling's. Adv. from Life, May 5, 1952, p. 168. Appl. author: Benton & Bowles, inc. © 2May52; KK73299.

Be light-hearted, stay light-hearted. Step up to Carling's. Carling's Red Cap ale. Adv. from Life, Mar. 3, 1952, p. 46. Appl. author: Benton & Bowles, inc. © 1Mar52; KK70948.

Be light-hearted, stay light-hearted. Step up to Carling's. Red Cap ale. Adv. from Life, Dec. 3, 1951, p. 166. Appl. author: Benton & Bowles, inc. © 30Nov51; KK68952.

Be light-hearted, stay light-hearted. Step up to Carling's. You've never tasted anything so refreshing. Red Cap. (Ale) Adv. from Life, Jan. 14, 1952, p. 115. Appl. author: Benton & Bowles, inc. © 11Jan52; KK69585.

BRICKMAN, PAUL.

Play all 3 speed records on a Webcor Fonograf. KK71839. SEE Webster-Chicago Corporation.

Start your album of memories with a Webcor tape recorder. KK71836. SEE Webster-Chicago Corporation.

BRIDGES, C. L. ©.

Your lucky day. Get your share of over \$45,000.00 free in trade at Bridges Jewelry Store. Adv. from Forest City courier, Forest City, N. C., Apr. 3, 1952, p. 6. © 2Apr52; KK72069.

BRIDGES, ROBERT H.

Will your range pass the white glove test? KK73884. SEE Cleveland Electric Illuminating Company.

BRIGGS, J. E.

How water helps hogs grow faster ... Planning your water system for maximum profit for feed invested. KK69421. SEE Wisconsin Advertising Service.

BRIGGS, JOHN L., Jr.

Warehousing Atlas products. KK69322. SEE Atlas Supply Company.

BRIGGS MANUFACTURING COMPANY ©.

Automobile body builders and finishers since 1909. Calendar. Appl. author: Frank Cavanau. © Frank Cavanau Associates & Briggs Manufacturing Co.; 1Jan52 (in notice: 1951); KK71921.

Beautyware plumbing fixtures. Ready reference file for builders and architects. (Bathroom fixtures) Adv. from Practical builder, May 1952, p. 343-346. Appl. author: MacManus, John & Adams, inc. © 1May52; KK74786.

Best house in the block. It has two beautiful bathrooms of Briggs Beautyware in color. (Bathroom fixtures and plumbing ware) Adv. from American builder, July 1951, p. 75. Appl. author: MacManus, John & Adams, inc. © 1Jul51; KK71064.

Briggs Beautyware in color. Truly luxurious in all but cost. (Bathroom fixtures and plumbing ware) Adv. from Better homes and gardens, Nov. 1951, p. 196. Appl. author: MacManus, John & Adams, inc. © 1Nov51; KK71065.

Briggs Beautyware in color, so out of this world - so down to earth. (Plumbing ware and bathroom fixtures) Adv. from the Saturday evening post, Apr. 12, 1952, p. 139. Appl. author: MacManus, John & Adams, inc. © 12Apr52; KK73879.

Build lasting value into your homes with Briggs Beautyware in color. (Plumbing ware and bathroom fixtures) Adv. from National association of home builders correlator, Apr. 1952, p. 72-73. Appl. author: MacManus, John & Adams, inc. © 1Apr52; KK74180.

New designs! New features! New beauty! Here is the brilliant new line of Briggs Beautyware formed steel bathtubs and lavatories! Adv. from American builder, Jan. 1952, p. 111. Appl. author: MacManus, John & Adams, inc. © 1Jan52; KK73912.

Now glamorous new styling in the finest modern fashion Briggs Beautyware plumbing fixtures in color. Adv. from American builder, Mar. 1952, p. 111. Appl. author: MacManus, John & Adams, inc. © 1Mar52; KK73915.

Science developed formed steel Briggs Beautyware proved it the ideal base for porcelain enamel. (Plumbing ware & bathroom fixtures) Adv. from Architectural record, Apr. 1952, p. 49. Appl. author: MacManus, John & Adams, inc. © 1Apr52; KK73916.

Technical information. Briggs Beautyware formed steel is the perfect base in porcelain enamel. (Plumbing and bathroom fixtures) Adv. from National assn. of home builders correlator, Mar. 1952, p. 82. Appl. author: MacManus, John & Adams, inc. © 1May52; KK73913.

Wake up and smile with a new bathroom of Briggs Beautyware plumbing fixtures in color. Adv. from the Saturday evening post, Feb. 9, 1952, p. 7. Appl. author: MacManus, John & Adams, inc. © 9Feb52; KK70910.

BRINDLEY-ROTH, INC.

Go ahead, son, you'll learn. KK71982. SEE Pemco Corporation.

Koil-Pak coiled aluminum mouldings will be the talk of '52. KK72033. SEE Trimedge, inc.

Many Trimedge metal mouldings can be bent to your particular specifications. KK72032. SEE Trimedge, inc.

A sure cure for your production headaches. KK72635. SEE Pemco Corporation.

Washline gossip has gone modern, too. KK71983. SEE Pemco Corporation.

We're mighty proud of our continuing and equitable distribution of Trimedge aluminum extrusions. KK72034. SEE Trimedge, inc.

Will the C.M.P. affect our service on the Trimedge aluminum extrusions? KK72035. SEE Trimedge, inc.

BRISTOL, WARRREN EDWIN ©.

San-Hedrin, the 70-card Bible quiz game; published by the Westchester Press. Folder. © 21Jan52 (in notice: 1951); KK70585.

BRISTOL-MYERS COMPANY ©.

The girl for the job? Mum. (Deodorant) Folder. Appl. author: Sally Dickson Associates. © 1Feb52; KK70685.

Make it your job. Mum. (Deodorant) Folder. Appl. author: Sally Dickson Associates. © 1Feb52; KK70684.

Whatever your job, good grooming counts! (Mum) Sheet. Appl. author: Sally Dickson Associates. © 15Jan52 (in notice: 1951); KK70992.

BRITISH TRAVEL ASSOCIATION.

Buses from Britain. (Travel) Poster. © The British Travel Association; 14Mar52; KK71351.

BROCKELMAN BROTHERS, INC. ©.

Brockelman's Gold Bond. (Foods and food products) Label. Appl. author: Edgar R. Hoglund. © 1Oct48; KK70699.

BRÖDERICK (TOM) COMPANY.

The Winner Ladder, for competitive games and intra-mural sports. (Women's physical education clothing) Card. © Tom Broderick, d.b.a. Tom Broderick Co.; 5Sep51; KK69455.

BRODKEY, A. Barton, Marvin Katz, Ellis G. Bradley and Alvin M. Bradley, d.b.a. Yale-Nash Company. SEE Yale-Nash Company.

BROOKE, SMITH, FRENCH AND DORRANCE, INC. Amazing warmth, cleanness, savings - yours with Bundyweld ceiling radiant heating. KK73976. SEE Bundy Tubing Company.

How Sun Valley, Idaho, demonstrates the big news in home comfort ... KK73975. SEE Bundy Tubing Company.

Like having the sun in your ceiling. KK71778. SEE Bundy Tubing Company.

BROOKS, W. H.

Texoma Hop Chopz, pan ready domestic fryer rabbit quick frozen. KK73880. SEE Brooks Produce.

BROOKS PRODUCE.

Texoma Hop Chops, pan ready domestic fryer rabbit quick frozen. Label. © W. H. Brooks, d.b.a. Brooks Produce; 24Apr52; KK73880.

BROWN, ABNER ELMORE ©.

Universal Church & Charity Bond Advertising Agency. Advertising service contract. Sheet. © 29Jan52; KK71126.

Universal Church & Charity Bond, cash value 5 cents. (General merchandise, food ...) Coupon. © 30Jan52; KK71430.

Universal Church & Charity Bond, cash value 1 cents. (General merchandise, food ...) Coupon. © 30Jan52; KK71429.

Universal Church & Charity Bond, cash value 1/2 cents. (General merchandise, food ...) Coupon. © 30Jan52; KK71428.

Universal Church & Charity Bond, cash value 1/4 cents. (General merchandise, food ...) Coupon. © 30Jan52; KK71427.

BROWN, ELMORE J.

Adding to television enjoyment. KK70855. SEE General Electric Company.

Improving tunnel travel. KK70852. SEE General Electric Company.

BROWN, HARRY B.

Kenya Gems, the amazing miracle of modern science. KK69921. SEE Kenya Gem Corporation.

BROWN, HORACE E.

National Park sportswear. KK69690. SEE National Sportswear Company.

National's Hollywood influence sportswear. KK69691. SEE National Sportswear Company.

National's WB brand fully shrunk. KK69692. SEE National Sportswear Company.

BROWN (Jim) Stores, inc. SEE Jim Brown Stores, inc.

BROWN, MELVIN J.

As good as coffee cream, at about 1/2 the price. KK72495 ... SEE Brown, Melvin J.

BROWN, MARK S. ©.

It'll pop, Illinois white hullless pop corn. Net weight 10 oz. Label. © 19Apr52; KK74215.

BROWN AND GRAVENSON, INC. ©.

Come in for your free Easter gift. Share in our terrific fashion values for all with no money down, to make your Easter dress-up easier. (Glassware and clothing) Folder. Appl. author: Sidney M. Brownstein. © 31Jan52; KK73797.

Event of the year, mighty dollar sale. For preferred customers only. (Ovenware, jewelry, etc.) Folder. Appl. author: Sidney M. Brownstein. © 31Jan52; KK73800.

For preferred customers, our greatest anniversary sale. 10 private sale days ... (Tea-set, jewelry, etc.) Folder. Appl. author: Sidney M. Brownstein. © 31Jan52; KK73795.

Our most spectacular pre-holiday toy carnival. Sensational private sale ... greatest toy values in America. Folder. Appl. author: Sidney M. Brownstein. © 25Oct51; KK68874.

Private notice of our great pre-preferred customer's private sale. (Glassware, jewelry, etc.) Folder. Appl. author: Sidney M. Brownstein. © 31Jan52; KK73799.

BROWN BOVERI CORPORATION ©.

Type ZYB, model SOL Sauter time switches. Sheet. Appl. author: Walter R. Steinemann. © 18Jan52; KK71306.

Unitype air blast breaker cubicle switchgear. 14 p. Appl. author: Werner Streuli. © 1Dec51; KK71307.

BROWN-FORMAN DISTILLERS CORPORATION ©.

As it says on the label, there is nothing better in the market. Old Forester Kentucky straight bourbon whisky. Adv. from Holiday, Mar. 1952, p. 17. Appl. author: Ruth-rauff & Ryan, inc. © 1Mar52; KK73177.

BROWN, HARRIS, STEVENS, INC. ©.

Managing a cooperative apartment building. Pamphlet. © 24Oct51; KK69507.

BROWN'S CREAMERY COMPANY ©.

As good as coffee cream, at about 1/2 the price. Kreme-milk, 1/2 cream, 1/2 milk, pint 30¢. Poster. Appl. author: Melvin J. Brown. © 10Apr52; KK72495.

As good as coffee cream, at about 1/2 the price. Kreme-milk, 1/2 cream, 1/2 milk, pint 25¢. Poster. Appl. author: Melvin J. Brown. © 10Apr52; KK72496.

BROWNSTEIN, SIDNEY M.

Come in for your free Easter gift. KK73797. SEE Brown and Gravenson, inc.

Event of the year, mighty dollar sale. KK73800. SEE Brown and Gravenson, inc.

For preferred customers, our greatest anniversary sale. KK73795. SEE Brown and Gravenson, inc.

Greatest luggage sale in our history. KK73796. SEE Diamond Dealers Syndicate, inc.

It starts tomorrow! Our record-breaking private sale ... KK72628. SEE Richie Premium Corporation.

The new Richie "flyer" for smash sales! for new accounts! for store traffic! KK72776. SEE Richie Premium Corporation.

Now more for your money. KK72629. SEE Richie Premium Corporation.

Our most spectacular pre-holiday toy carnival. Sensational private sale ... greatest toy values in America. KK68874. SEE Brown and Gravenson, inc.

Private notice of our great pre-ferred customer's private sale. KK73799. SEE Brown and Gravenson, inc.

Smashing savings for Mother's Day ... Our greatest annual sale of jewelry, diamonds ... KK73798. SEE Richie Premium Corporation.

BRUCE (E. L.) COMPANY ©.

Modernize your home with a prefinished Bruce hardwood floor. Folder. Appl. author: Thomas Harvey Creech. © 14Apr52; KK72975.

BRUCE, WARREN A.

Give magic to your windows. KK71277. SEE Levolor Lorentzen, inc.

You simply can't go wrong with venetians. KK70947. SEE Levolor Lorentzen, inc.

BRUCE, WHARTON J. ©.

Nearby fresh. U. S. grade A large. (Cartoned eggs) Label. © 19Mar52; KK71555.

BRUCK (FRANKLIN) ADVERTISING CORPORATION.

Another great perfume by Coty. KK70047 ... SEE Coty, inc.

Dress yourself in fragrance. KK74029. SEE Coty, inc.

Now every woman can wear make-up beautifully, naturally. KK72925. SEE Coty, inc.

L'Origan, another great perfume by Coty. KK70228. SEE Coty, inc.

There's love in the air. KK72792 ... SEE Coty, inc.

BRUGUIERE, FRANK.

Good citizen of the highways. KK73277. SEE Pacific Intermountain Express.

BRUMBACH, GEORGE E.

Carpenter service bulletin. KK69308 ... SEE Carpenter Steel Company.

BRUSH, JEROME WILLIAM, Jr.

Why our brake shoe exchange lined with Raybestos. KK70890. SEE Raybestos-Manhattan, inc.

BRYANT, FREDERICK W. ©.

The Alluring. Perfume carrying ear ring and ear clip. Sheet. © 3Feb52; KK70073.

Togallure bedtime jewelry. Greater measured quantities of scented preparations may now be worn with two-fold advantage by users of perfume and cologne. Sheet. © 15Feb52; KK72263.

BUCHBINDER, HENRY M.

Builders of complete flower shop equipment. Exclusive design service. KK73533. SEE Buchbinder Brothers.

BUCHBINDER BROTHERS.

Builders of complete flower shop equipment. Exclusive design service. (Refrigerators and fixtures) 27 p. Appl. author: Henry M. Buchbinder. © Sidney Buchbinder, d.b.a. Buchbinder Bros.; 21Apr52; KK73533.

BUCHANAN AND COMPANY.

Make it a twosome with Eskimo Pie. KK73356. SEE Eskimo Pie Corporation. New height of taste pleasure. KK73358. SEE Eskimo Pie Corporation.

BUCHEN COMPANY.

Builder Skogman says, Modernfold doors. KK71220. SEE New Castle Products.

Club champion, that's the title. KK71152. SEE New Castle Products.

A concentrated program to furniture retailers ... to help you sell more Tufflex in 1952. KK73939. SEE Wood Conversion Company.

For classrooms, for closets, Modernfold doors give you more room. KK72078. SEE New Castle Products.

For small dinners or big dances, make one room do with Modernfold doors. KK71743. SEE New Castle Products.

How many classrooms in your basement? KK71214. SEE New Castle Products.

How many rooms do you see here? You see three, now. KK73983. SEE New Castle Products.

How many rooms will you need next week? Modernfold doors. KK68927. SEE New Castle Products.

How Park Forest Homes, Inc. sells with Modernfold doors. KK72200. SEE New Castle Products.

In your auditorium or your basement, build Sunday school rooms quickly, quietly with Modernfold doors. KK71745. SEE New Castle Products.

Look what you save. KK71204. SEE New Castle Products.

Modernfold doors played vital part in selling my houses, builder O. J. Eckert. KK73945 ... SEE New Castle Products.

More beauty, comfort, quiet with Nu-Wood tile. KK74378. SEE Wood Conversion Company.

Now you see it, now you don't. Your ideas come to life, for life with Modernfold doors. KK73946. SEE New Castle Products.

One room, or four? Your choice with Modernfold doors. KK73984. SEE New Castle Products.

Our homes with Modernfold doors sell faster than those without. KK70628. SEE New Castle Products.

Out of sight, out of mind. KK72592. SEE New Castle Products.

Overflow crowds no problem when you install Modernfold doors. KK68931. SEE New Castle Products.

Suit your space to your schedule. KK71481. SEE New Castle Products.

Sunday school, sanctuary, both, thanks to Modernfold doors. KK73327. SEE New Castle Products.

Two for the price of one ... Your ideas come to life, for life with Modernfold doors. KK73944. SEE New Castle Products.

Uarco equipment for handling continuous business forms more efficiently. KK70110. SEE Uarco, inc.

We will be looking in a million places to help you build your 1952 Tufflex sales! KK73941. SEE Wood Conversion Company.

We're going calling to help you wake up prospects among the manufacturers of sleeping equipment. KK73940. SEE Wood Conversion Company.

When space is at a premium, space-saving Modernfold doors are invaluable. KK71777. SEE New Castle Products.

Which insulation is best for your home? KK74178. SEE Wood Conversion Company.

You get more guests. KK71213. SEE New Castle Products.

You get more rooms, more space in each, with Modernfold doors. KK73328. SEE New Castle Products.

Your ideas come to life. KK71139 ... SEE New Castle Products.

Your selling efforts supported by 4 points that point to bigger Tufflex sales in 1952! KK73917. SEE Wood Conversion Company.

BUCK, WENDELL ©.

Thanks, for taking good care of me! Care-for-me label. (Horticulture: plants, shrubs) Label. © 26Jun52; KK74900.

BUFLOVAK Equipment Division of Blaw-Knox Company. SEE Blaw-Knox Company. Buflovak Equipment Division.**BUILDING PRODUCTS, INC. ©.**

Hercules Freezout, a high quality, efficient and economical anti-freeze for mortar and cement. Speeds-up setting time, increases density and hardness. Label. Appl. author: Meyer Frischlign. © 1Jan51; KK68860.

BULOVA WATCH COMPANY, INC. ©.

Bulova Valentine's Day newspaper mats. (Watches) Sheet. © 21Nov51 (in notice: 1952); KK69028.

It's spring time; gift time; Bulova watch time. Here's your sensational Bulova graduation newspaper mat service. Pamphlet. © 15Apr52; KK72814.

To complete your sales picture, use this outstanding Bulova newspaper mat service. Folder. © 26Mar52; KK72900.

BUNDY TUBING COMPANY ©.

Amazing warmth, cleanness, savings - yours with Bundyweld ceiling radiant heating. (Metal tubing) Adv. from the American home, June 1952, p. 23. Appl. author: Brooke, Smith, French & Dorrance, inc. © 25May52; KK73976.

How Sun Valley, Idaho, demonstrates the big news in home comfort - Bundyweld ceiling radiant heating. (Metal tubing) Adv. from Better homes and gardens, June 1952, p. 137. Appl. author: Brooke, Smith, French and Dorrance, inc. © 25May52; KK73975.

BUNDY TUBING COMPANY ©. Cont'd.

Like having the sun in your ceiling.
Bundyweld ceiling radiant heating.
(Metal tubing) Adv. from the
American home, Apr. 1952, p. 133.
Appl. author: Brooke, Smith,
Frenzy & Dorrance, inc. © 25Mar52;
KK71778.

BUNYAN (PAUL) NOVELTY COMPANY.

If you're too old to play with novel-
ties you're just too old. The Voo-
Doo stick. (Novelty toy) Card.
Appl. author: James Robert Herreid.
© The Paul Bunyan Novelty Co.;
17May52; KK74004.

BURD PISTON RING COMPANY ©.

Speak up for Burd Graf-Flox
piston rings. Sheet. Appl. author:
The Gerlach-Barklow Co. © 20Dec51;
KK70122.

BURGESS BATTERY COMPANY ©.

Sparkalong Burgess. (Puzzles (Port-
able dry batteries) Card. Appl.
author: Paul Pinson. © 6Mar52;
KK71714.

BURGESS VIBROCRAPTERS, INC. ©.

How to use your BVI combination hand
sander-polisher-washer. Sheet.
Appl. author: Carl L. Sorensen.
© 21Feb52; KK71149.

It's easy to paint and decorate your
home with BVI deluxe paint rollers.
Sheet. Appl. author: Carl L.
Sorensen. © 21Feb52; KK71147.

Spray it with this new handy, compact
BVI electric sprayer. Sheet.
Appl. author: Carl L. Sorensen.
© 22Feb52; KK71148.

BURKE, ROBERT J.

Heats and holds Dy-Gester solution
at correct temperature. KK69718.
SEE Tash (A1) Dye Works.

BURKE (R. J.) ADVERTISING, INC.

The famed Shamrock Hotel pool created
and constructed by Paddock of Texas.
KK73224. SEE Paddock Engineering
Company of Texas.

Heats and holds digester solution at
correct temperature. KK74291.
SEE Tash (A1) Dye Works.

Makes lake water fit to drink. Tri-
Sure surface water purification
plants. KK73223. SEE Paddock
Engineering Company of Texas.

Paddock seablue pool equipment.
KK73221. SEE Paddock Engineering
Company of Texas.

Paddock seablue pools. KK73222.
SEE Paddock Engineering Company
of Texas.

Seablue pools. KK74807. SEE Paddock
Engineering Company of Texas.

The seashore in your own backyard.
KK73317. SEE Paddock Engineering
Company of Texas.

Your home is on the seashore when you
have a Paddock seablue pool.
KK73220. SEE Paddock Engineering
Company of Texas.

BURLINGTON BREWING COMPANY ©.

It's delicious. Enjoy Van Merritt
beer. Adv. from Ohio tavern
news, Columbus, Ohio, p. 5, 15.
Appl. author: Robert Earl Jackson.
© 26Nov51; KK68883.

It's delicious. Enjoy Van Merritt
beer one of the world's great beers.
Adv. from National bowlers journal
& billiard revue, Dec. 10, 1951, p.
43. Appl. author: Robert E. Jack-
son. © 10Dec51; KK72694.

BURNDY ENGINEERING COMPANY, INC. ©.

Burndy Hytool. Catalog number MD2-21.
For installing Burndy full-tension
Hysplite connectors. Label.
© 3Dec51; KK70030.

Burndy Hytool, for installing Burndy
full-tension Hysplite connectors.
Catalog no. MD2-10. Label. Appl.
author: David H. Harris. © 3Dec51;
KK70540.

BURNETT, LEO.

Be the one you dream you are. Wake up
looking ... feeling ... acting
younger. Englander, America's most
luxurious mattress. Goodyear, the
greatest name in rubber. Airfoam.
Red-Line. KK69401. SEE Englander
Company, inc.

Don't be your age. Wake up looking ...
feeling ... acting younger. Enjoy
the luxury of ... an Englander mat-
tress of Goodyear's Airfoam and Eng-
lander's special Red-Line founda-
tion. KK69405. SEE Englander Com-
pany, inc.

New sleep discovery: Englander's new
3-layer comfort and firm support ...
KK74787 ... SEE Englander Company,
inc.

New way to sleep. KK72323 ... SEE
Englander Company, inc.

No matter how you sleep, you'll sleep
better on an Englander. KK72321 ...
SEE Englander Company, inc.

You're only as old as you sleep. Wake
up looking ... feeling ... acting
younger. Enjoy the luxury of ... an
Englander mattress of Goodyear's
Airfoam and Englander's special Red-
Line foundation. KK69402 ... SEE
Englander Company, inc.

BURNETT (LEO) COMPANY, INC.

Beautiful beginning, tender ending.
KK69890. SEE Green Giant Company.

Cream of the crop. Del Maiz ...
KK69885. SEE Green Giant Company.

Fresh-shucked corn promotion for
March. KK69883. SEE Green Giant
Company.

Here are 4 big spring promotions on
Green Giant brands. KK69884. SEE
Green Giant Company.

Hi ya, handsome. Meet Mr. D-138 ...
KK69889. SEE Green Giant Company.

I know; I was there. KK69892. SEE
Green Giant Company.

If you like beer you'll love Schlitz.
KK74713 ... SEE Schlitz (Jos.)
Brewing Company.

Kounty Kist peas. KK69886 ... SEE
Green Giant Company.

Kounty Kist peas, sweet value for
your table. KK69887. SEE Green
Giant Company.

Meet my guest stars. KK69882. SEE
Green Giant Company.

New pack fresh in. Green Giant peas.
KK69897. SEE Green Giant Company.

New pack's in. Niblets sweet corn.
KK69896. SEE Green Giant Company.

Now, new brides can be the best
cooks ... KK72268. SEE Club
Aluminum Products Company.

One giant everybody believes in.
KK69893. SEE Green Giant Company.

1 out of every 3 families is a Green
Giant customer. KK69880. SEE
Green Giant Company.

Starting Friday on TV, Schlitz Play-
house of Stars presents Irene Dunne.
KK74716. SEE Schlitz (Jos.) Brewing
Company.

3 big points to remember about canned
vegetable sales. KK69879. SEE
Green Giant Company.

Take it from Linkletter. KK69895.

SEE Green Giant Company.

Time for tenderness. KK69891. SEE
Green Giant Company.

Tomorrow night on TV, Schlitz Play-
house of Stars. KK74717. SEE
Schlitz (Jos.) Brewing Company.

Tonight on TV Schlitz Playhouse of
Stars. KK74719. SEE Schlitz
(Jos.) Brewing Company.

Understudy to a giant, and I love it.
KK69881. SEE Green Giant Company.

Venga y tómelo (Come and get it)
KK69894. SEE Green Giant Company.

BURNEY, HENRY PRATHER, Jr.

Holiday Hill stone. (Building mate-
rial) Sheet. © Henry Prather Bur-
ney, Jr. & John Lawson Felder;
13Dec51; KK69872.

BURNHAM CORPORATION ©.

Lord & Burnham retail store 1952.
(Greenhouse store) Sheet. Appl.
author: Frank Herlihy. © 26Nov51;
KK70389.

BURNSTINE, Horace B., d.b.a. Promotional
Publishing Company. SEE Promotional
Publishing Company.

BURRIS, HAROLD W.

Oven King pretzels. KK73351 ... SEE
Halter's Pretzels, inc.

BURROUGHS MANUFACTURING CORPORATION ©.

Genuine Burrite ware desert tones
for gracious living. (Plastic
housewares) Sheet. © 1Nov51;
KK69981.

BURROWS EQUIPMENT COMPANY ©.

Easy to handle, tough alloy construc-
tion, priced low ... Burrows
aluminum bag conveyor. Sheet.
Appl. author: Richard L. Kennard.
© 10Apr52; KK72296.

BURSTEIN, J. A.

B-A's big round-up of summer savings.
KK74695. SEE Burstein-Applebee
Company.

Supplement no. 52-3, featuring giant
savings plus many of the newest
items now available for the first
time. KK70803. SEE Burstein-
Applebee Company.

BURSTEIN-APPLEBEE COMPANY ©.

B-A's big round-up of summer savings.
(Radio, TV, electrical appliances)
23 p. Appl. author: J. A. Burstein.
© 8May52; KK74695.

Supplement no. 52-3, featuring giant
savings plus many of the newest
items now available for the first
time. (Radio and electrical goods)
23 p. Appl. author: J. A. Bur-
stein. © 14Feb52 (in notice: 1951);
KK70803.

BURTONITE COMPANY.

A better product through research.
Burtonite Dri-Glu. (Glue) Sheet.
© The Burtonite Co., Burton H.
Greenwood, owner; 20Dec51; KK69324.

BUSINESS SERVICE BUREAU, INC. ©.

Now that your name is on the dotted
line. (Lubrication) Folder.
© 26Feb52; KK74806.

BUTCHER (C.) COMPANY ©.

Butcher's Bronco. (Hobby horses)
Label. Appl. author: Carlyle
Butcher. © 17Dec51; KK68972.

BUTCHER, CARLYLE.

Butcher's Bronco. KK68972. SEE
Butcher (C.) Company.

BUTLER, LESTER H.

Hawkinson wire treads. Advertising help for dealers. KK68869. SEE Akron Tread Wire Company.

Hawkinson wire treads grip like a claw! KK70680. SEE Akron Tread Wire Company.

BUTTERMAN, HARRY J.

Empire baby pants. Boilable, resistant to soap, uric acid. KK73638. SEE Empire Shield Company, inc.

Empire Jersey baby pants. Tricot-knit fabric of Estron. KK73639. SEE Empire Shield Company, inc.

Empire Syntilon baby pants ... Unconditionally guaranteed to be waterproof. KK73637. SEE Empire Shield Company, inc.

BUTTERWORTH, J. E. ©.

Never can there be a substitute for a monument; a lasting tribute to our own. Poster. © 1Apr52; KK74711.

BUTTNER, REEVES.

American made saddles. KK71227. SEE Craftool Company.

Doodle page of the month. Craftool. Page 9, series 2. KK68745. SEE Craftool Company.

C**C & D BATTERIES, INC. ©.**

Now, a telephone battery that lasts at least 40 o/c longer ... C & D Plactical. (Electric storage batteries) Folder. Appl. author: Richard A. Foley Advertising Agency, inc. © 22May52; KK74854.

CADACO-ELLIS ©.

Pitchin' pal. (Children's game) Label. Appl. author: C. Leslie Crandall. © 1Feb52; KK72228.

CAGE SUPPLY COMPANY ©.

Cages for pets and laboratory animals. We have developed a very efficient, sanitary, and labor saving cage that can be used to house pets. Folder. Appl. author: Sam E. Johnston. © 28Feb52; KK72965.

CAHN, CHARLES.

Hammer 'Nails can take it. KK74769. SEE Schoeneman (J.) inc.

Newspaper mats for spring & summer suitings, 1952. KK70156. SEE Schoeneman (J.) inc.

Newspaper mats, summer 1952. Imported Coronado. KK71466. SEE Schoeneman (J.) inc.

Take a letter about Coronado. KK73375. SEE Schoeneman (J.) inc.

CAHN, STANLEY L.

Service warranty, issued to —. D. S. & D. Motors, Dodge-Plymouth direct factory dealers. KK69531. SEE D. S. and D. Motors.

CAIN, ROBERT F.

How to prepare Cain's English muffins. KK69582. SEE Cain's English Muffin Company.

CAIN'S ENGLISH MUFFIN COMPANY ©.

Cain's English muffins. Label. © 15Dec51; KK74158.

How to prepare Cain's English muffins. Label. Appl. author: Robert F. Cain. © 15Nov51; KK69582.

CAIRNS, Henry W., d.b.a. Rox Products Company. SEE Rox Products Company.

CALDWELL, CAROLINE C.

I am Sanforlan processed, I will not shrink out of fit ... KK74177. SEE Caldwell, inc.

CALDWELL, INC. ©.

I am Sanforlan processed, I will not shrink out of fit ... (Garments made from Sanforlan) Label. Appl. author: Caroline C. Caldwell. © 23Feb52; KK74177.

CALGON, INC. ©.

Calgon, its composition and properties. Calgon is a glassy sodium phosphate commonly called sodium metaphosphate or sodium hexametaphosphate. (Water softener) Sheet. © 4Mar52; KK72132.

Calgon, its properties in pectin extraction. (Water treatment) Sheet. © 12May52; KK73865.

Tone-up your Zeolite water softener with Zeotone. (Zeolite cleaner) Folder. © 11Dec51; KK69932.

Tone-up your Zeolite water softener with Zeotone. Zeotone composition AC, specially prepared for cleaning and rejuvenating water softeners. Sheet. © 22Jan52; KK70674.

CALICO CENTER, INC. ©.

For fine fabrics at millend prices, shop at the sign of the calico cat. Adv. from Ft. Lauderdale daily news, Mar. 22, 1952, p. 3. Appl. author: Ulrich F. Michael. © 22Mar52; KK72261.

CALIFORNIA FEDERAL SAVINGS ©.

How to get the things you want. Save for a sunny day. Open your savings account now at California Federal. Sheet. Appl. author: O. M. Chatburn. © 19Dec51 (in notice: 1952); KK70811.

CALIFORNIA MATTRESS COMPANY ©.

Restful sleep for health and happiness, the key to success, by California Mattress Co. (Mattresses and box springs) Folder. Appl. author: William Raymond Cogswell. © 9Nov51; KK69044.

CALIFORNIA SPORTLETS, INC.

Scribble cap with ready ball pen. Get hep with the new autograph hat ... Card. © David Paul Litwin, d.b.a. California Sportlets, inc.; 15Feb52; KK71676.

CALIFORNIA SPRAY-CHEMICAL CORPORATION ©.

Dial-A-Pest. (Plant and horticultural parasiticides) Card. Appl. authors: Carolyn Lorig Heyman and Louis Francis Czufin. © 15Sep51; KK69767.

CALT, RAYMOND PATRICK.

Learn the international morse code faster, easier. KK70001. SEE Raybrun Company.

CAMAC, INC. ©.

Camac chocolate dessert mix. Contents, net weight 17 ozs. Label. Appl. author: Esther Bisdorf Patterson. © 1Jul51; KK69301.

CAMENISCH (CARL) ADVERTISING, INC.

Burley varieties offer different characteristics. KK69306. SEE American Tobacco Company, inc.

Good tobacco barns mean greater profits. KK70802. SEE American Tobacco Company.

Millions of hungry insects have big appetites for tobacco. KK73462. SEE American Tobacco Company.

A new approach to Black Shank control. KK70089. SEE American Tobacco Company, inc.

Right use of fertilizer means better burley. KK72250. SEE American Tobacco Company, inc.

Root-knot and root-rot, twin threats to tobacco. KK71718. SEE American Tobacco Company.

Spacing and topping affect quality, quantity of flue-cured tobacco. KK72790. SEE American Tobacco Company.

The story of the fight against blue mold. KK69772. SEE American Tobacco Company, inc.

Successful tobacco crops begin in healthy plant beds. KK71643. SEE American Tobacco Company, inc.

Wild tobacco species contribute to success of resistant varieties. KK73102. SEE American Tobacco Company, inc.

CAMERON, WARREN.

Perky Polly's carry-home plants. KK73057. SEE Northwest Bulb Corporation.

CAMP (S. H.) AND COMPANY ©.

Camp for scientific support needs Folder. Appl. author: Frank H. Kaufman and Co. © 7Mar52; KK71229.

Clinical application of Camp-Varco pelvic traction belt. Folder. Appl. author: Samuel A. Varco. © 2Jan52 (in notice: 1951); KK70153.

CAMPBELL, CHARLES LANGDON.

Catalyst dust separator. KK74790. SEE Centrifix Corporation.

Type SD-2 scrubber purifier. KK74789. SEE Centrifix Corporation.

CAMPBELL, ELAINE.

Beatrice Cooke's mealtime adventures. KK69052 ... SEE Beatrice Foods Company.

Beatrice Cooke's peach sailboat salad. KK72440. SEE Beatrice Foods Company.

Easy to fix, easy on the budget. KK71179. SEE Beatrice Foods Company.

CAMPBELL, JOHN GOODWILL ©.

Revolute. Oil. Label. © 16Nov51; KK69979.

CAMPBELL-EWALD COMPANY, INC.

The Andover series II, a traditional console by Du Mont. KK72349. SEE Du Mont (Allen B.) Laboratories, inc.

The Banbury, a contemporary console by Du Mont. KK72351. SEE Du Mont (Allen B.) Laboratories, inc.

The Chester, a contemporary console by Du Mont. KK72350. SEE Du Mont (Allen B.) Laboratories, inc.

The Devon, a modern table model by Du Mont. KK72352. SEE Du Mont (Allen B.) Laboratories, inc.

A distinguished new line of 1952 Tele-sets. KK72344. SEE Du Mont (Allen B.) Laboratories, inc.

Du Mont presents two new series of television receivers. KK69022. SEE Du Mont (Allen B.) Laboratories, inc.

Expect to be envied. That's part of getting a Du Mont Teleset. KK72342 ... SEE Du Mont (Allen B.) Laboratories, inc.

The Flanders, a French provincial console by Du Mont. KK72353. SEE Du Mont (Allen B.) Laboratories, inc.

Just as a submarine is proved on a shakedown cruise, every Rheem automatic water heater is pressure-proved! KK72899. SEE Rheem Manufacturing Company.

The Meadowbrook series II, a contemporary console by Du Mont. KK72347. SEE Du Mont (Allen B.) Laboratories, inc.

CAMPBELL-EWALD COMPANY, INC. Cont'd.

Now, a distinguished new line of 1952 Telesets. KK72343 ... SEE Du Mont (Allen B.) Laboratories, inc.

Our Rheemcote 55-gallon drums are travelling billboards that constantly promote the Penetone name and products! KK73654. SEE Rheem Manufacturing Company.

The Park Lane series II, a contemporary console by Du Mont. KK72348. SEE Du Mont (Allen B.) Laboratories, inc.

Pressure-proved Rheem announces the biggest, most unusual promotion in water heater history. KK72740. SEE Rheem Manufacturing Company.

Rheem is the world's largest maker of automatic water heaters. KK73812. SEE Rheem Manufacturing Company.

The Royal Sovereign, a traditional console by Du Mont. KK72346. SEE Du Mont (Allen B.) Laboratories, inc.

Sell as you ship with Rheemcote drums. KK72489. SEE Rheem Manufacturing Company.

Sell as you ship with Rheemcote drums. KK72755 ... SEE Rheem Manufacturing Company.

The Sherbrooke series II, an eighteenth century console by Du Mont. KK72357. SEE Du Mont (Allen B.) Laboratories, inc.

The Whitehall series II, a traditional console by Du Mont. KK72354. SEE Du Mont (Allen B.) Laboratories, inc.

Why to buy Du Mont. KK72345. SEE Du Mont (Allen B.) Laboratories, inc.

The Wickford, a contemporary console by Du Mont. KK72355. SEE Du Mont (Allen B.) Laboratories, inc.

The Wimbledon, an eighteenth century console by Du Mont. KK72356. SEE Du Mont (Allen B.) Laboratories, inc.

You can rely on Rheem automatic water heaters ... KK73024. SEE Rheem Manufacturing Company.

You can rely on Rheem automatic water heaters, to do more for you, and sell more customers too. KK73871. SEE Rheem Manufacturing Company.

You can rely on Rheem gas-fired warm-air furnaces. KK72075. SEE Rheem Manufacturing Company.

You can rely on Rheem to do more for you and sell more customers, too. KK72772. SEE Rheem Manufacturing Company.

You can say it again and again. KK72754. SEE Rheem Manufacturing Company.

CAMPBELL-MITHUN, INC.

From the rich Land O'Lakes, America's finest butter. KK70280. SEE Land O'Lakes Creameries, inc.

From the rich Land O'Lakes America's finest butter, fresher when you taste it 'cause it's fresher when it's churned. KK72903. SEE Land O'Lakes Creameries, inc.

CANNON MILLS, INC. ©.

At last, nylons a gal can trust. They're Cannon nylons made by the makers of Cannon towels and sheets. (Stockings) Adv. from Life, Jan. 28, 1952, p. 75. Appl. author: Young & Rubicam, inc. © 25Jan52; KK72712.

At last nylons a gal can trust. They're Cannon nylons, made by the makers of Cannon towels and sheets. (Stockings) Adv. from Life, Feb. 11, 1952, p. 58. Appl. author: Young & Rubicam, inc. © 8Feb52; KK73789.

Cannon nylons do something for my legs, says the Cannon go-girl. (Stockings) Adv. from Charm, Oct. 1951. Appl. author: Young & Rubicam, inc. © 22Sep51; KK69074.

Cannon nylons do something for my legs, says the Cannon Go-Girl. (Stockings) Adv. from Glamour, Dec. 1951. Appl. author: Young & Rubicam, inc. © 22Nov51; KK70528.

Family reunion. Cannon Combspun percale sheets. Adv. from Good housekeeping, Nov. 1951. Appl. author: Young & Rubicam, inc. © 20Oct51; KK69853.

How easy to make a room colorful with Cannon sheets, even on the slimmest budget. Adv. from Better homes & gardens, Mar. 1952, p. 41. Appl. author: Young & Rubicam, inc. © 27Feb52; KK73786.

Put your money on a sure thing - Cannon nylons. (Stockings) Adv. from Woman's wear daily, Feb. 1, 1952, p. 25. Appl. author: Young & Rubicam, inc. © 1Feb52; KK73788.

The summer visitors. Envious chum (May 30) Cannon Combspun percale sheets. Adv. from Farm journal, Aug. 1951, p. 81. Appl. author: Young & Rubicam, inc. © 16Jul51; KK69073.

What colorful things you can do with Cannon sheets, and for so little money. Adv. from Good housekeeping, Jan. 1952, p. 21. Appl. author: Young & Rubicam, inc. © 20Dec51; KK73787.

Who's backing your January white sales on sheets? Cannon is, louder and longer than anyone else! Adv. from Department store economist, Dec. 1951, p. 14-15. Appl. author: Young & Rubicam, inc. © 30Nov51; KK70527.

Why Cannon Combspun makes sheet music with buyers. Cannon Combspun percale sheets. Adv. from Department store economist, Oct. 1951, p. 28-29. Appl. author: Young & Rubicam, inc. © 29Sep51; KK69071.

You can say it again, Mr. Eckhouse and Mr. Rotto. Strong brands do lower your selling and operating costs. Cannon sheets. Adv. from Daily news record, Jan. 24, 1952, p. 4-5. Appl. author: Young & Rubicam, inc. 24Jan52; KK73785.

CAPEZIO, INC. ©.

The sky at your feet. Capezio is the sand that ripples before the wind ... (Footwear) Folder. Appl. author: Ann Roush. © 29Feb52; KK73518.

CAPITOL RECORDS, INC. ©.

Accordion power house cwith Ernie Felice. KCF 307. (Phonograph records) Label. © 14Apr52; KK73823.

An American in Paris conducted by Paul Whiteman. EBF-301. (Phonograph records) Label. © 11Feb52; KK71358.

Art Tatum encores. CCF-269. (Phonograph records) Label. © 23Jul51; KK70429.

Arthur Murray favorites. Dance set. CDF 281. (Phonograph records) Label. © 15Oct51; KK70410.

Bar room piano. Joe "Fingers" Carr. CCF 280. (Phonograph records) Label. © 17Sep51; KK70409.

Beethoven symphony no. 6 in f major, op. 68. Pastorale. S-8159. (Phonograph records) Label. © 15Apr52; KK73283.

Ben Light's juke box favorites. CCF 330. (Phonograph records) Label. © 19May52; KK74548.

Big band bash! Billy May and his orchestra. KCF 329. (Phonograph records) Label. © 28Apr52; KK74549.

Bob Crosby's Bobcats. CCF-293. (Phonograph records) Label. © 3Mar52; KK71355.

Christmas in the air! CDF 9016. (Phonograph records) Label. © 29Oct51; KK70406.

Circus Parade, Ringling Bros. and Barnum & Bailey band, conducted by Merle Evans. KCF 313. (Phonograph records) Label. © 21Apr52; KK73825.

Cyrano de Bergerac. EDM 283. (Phonograph records) Label. © 6Aug51; KK70426.

Ferde Grofé conducts his Death Valley suite. EBF 271. (Phonograph records) Label. © 10Sep51; KK70428.

Ferde Grofé conducts his Grand Canyon suite. ECF 270. (Phonograph records) Label. © 10Sep51; KK70431.

Flahooley. Yma Sumac and the original cast. DF 284. (Phonograph records) Label. © 18Jun51; KK70432.

Great gettin' up mornin'! The voices of Walter Schumann. CCF316. (Phonograph records) Label. © 2Jun52; KK74256.

Hark! The years! EEF 282. (Phonograph records) Label. © 27Aug51; KK70414.

Kitten on the keys ... Ray Turner at the piano. CCF 306. (Phonograph records) Label. © 7Apr52; KK73822.

Legend of the Sun Virgin. KDF 299. (Phonograph records) Label. © 14Jan52; KK70411.

Les Paul's New sound. CCF 286. (Phonograph records) Label. © 13Aug51; KK70407.

Listen and relax. A new way for everyone to relieve today's tensions. KCF 275. (Phonograph records) Label. © 8Oct51; KK70415.

More cocktail capers. The Art Van Damme quintet. KCF-300. (Phonograph records) Label. © 25Feb52; KK71354.

Music for reflection. Paul Weston and his orchestra. CCF 287. (Phonograph records) Label. © 8Oct51; KK70413.

Painting the clouds with sunshine. KDF 291. (Phonograph records) Label. © 8Oct51; KK70421.

Pal Joey with members of the Broadway cast. EDM-310. (Phonograph records) Label. © 28Jan52; KK71356.

Ravel miroirs dans Gaspard de la nuit. P-8152. (Phonograph records) Label. © 17Mar52; KK73282.

Ray Anthony's houseparty hop. KCF-292. (Phonograph records) Label. © 4Feb52; KK71353.

Rhapsody in blue conducted by Paul Whiteman. EBF-302. (Phonograph records) Label. © 11Feb52; KK71357.

Romantic music of Fritz Kreisler. KCF 273. (Phonograph records) Label. © 20Aug51; KK70422.

Le sacre du sauvage. Ritual of the savage. CCF 288. (Phonograph records) Label. © 22Oct51; KK70408.

Schubert's symphony no. 2 in B flat major. L-8161. (Phonograph records) Label. © 15Apr52; KK73281.

Schubert's symphony no. 8 in B minor. Unfinished. L-8160. (Phonograph records) Label. © 15Apr52; KK73280.

CAPITOL RECORDS, INC. © Cont'd.

- Shubert's symphony no. 8 in B minor, "Unfinished" and Shubert's symphony no. 2 in B flat major. S-8162. (Phonograph records) Label. © 15Apr52; KK73284.
- Songs of the Ivy League. CCF 285. (Phonograph records) Label. © 10Oct51; KK70405.
- A streetcar named Desire. KDF 289. (Phonograph records) Label. © 26Sep51; KK70412.
- Sugar blues ... Clyde McCoy and trumpet. CCF 311. (Phonograph records) Label. © 5May52; KK73824.
- Suite from Le Coq d'Or and Capriccio espagnol. S-8155. (Phonograph records) Label. © 17Mar52; KK73285.
- Sweet and lovely. CCF 267. (Phonograph records) Label. © 25Jun51; KK70424.
- Symphonic portrait of Irving Berlin. KCF 276. (Phonograph records) Label. © 24Sep51; KK70423.
- A symphonic portrait of Richard Rodgers. KCF 277. (Phonograph records) Label. © 24Sep51; KK70427.
- Tchaikovsky Nutcracker suite. KCM 8141. (Phonograph records) Label. © 8Aug51; KK70430.
- Tchaikovsky suite from The swan lake. KCM 8143. (Phonograph records) Label. © 6Aug51; KK70425.
- Three wishes for Jamie. Original Broadway cast. EDM 317. (Phonograph records) Label. © 21Apr52; KK74550.
- Top banana. EDM-308. (Phonograph records) Label. © 7Jan52; KK71359.
- With a song in my heart. KDF-309. (Phonograph records) Label. © 18Feb52; KK72237.
- CAPLIN, ALFRED G.
I'll Abner, by Al Capp. KK69667 ... SEE United Feature Syndicate, Inc.
- CAPP, Al, pseud. SEE Caplin, Alfred G.
- CAPPEL, MACDONALD AND COMPANY ©.
Awards this certified achievement check ... This check will be honored by the First National Prize Bank. (Premiums) Folder. © 15Jan52; KK71669.
- The First National Prize Bank. A new Cappel, MacDonald incentive plan offering more service at less cost. (Premium checks) Folder. © 1Feb52; KK71668.
- First National Prize Bank will honor this certified achievement check. (Premiums) Folder. © 15Jan52; KK71671.
- First National Prize Bank will honor this certified change check. (Premiums) Folder. © 15Jan52; KK71670.
- Merchandise moves in mid-America. Colorful as spring. (Home furnishings) Folder. © 2Jun52; KK74045.
- Merchandise moves in mid-America with every issue of Capper's Farmer. Balanced farmhouse. (Magazine advertising space) Folder. © 12Nov51 (in notice: 1952); KK71734.
- Merchandise moves in mid-America with every issue of Capper's Farmer. Busiest room in the house. (Magazine advertising space) Folder. © 24Apr52; KK73175.

Merchandise moves in mid-America with every issue of Capper's Farmer. Small house full of big ideas. (Magazine advertising space) Folder. © 18Feb52; KK71735.

No pig in a poke when you advertise in Capper's Farmer. Reading habit, buying guide for America's most prosperous farm families. (Magazine advertising) Folder. © 7Mar52; KK73155.

Spring, and a young family's fancy turns to thoughts of travel. (Magazine advertising space) Folder. © 27May52; KK74531.

They're in the bag when you advertise in Capper's Farmer. Reading habit, buying guide for America's most prosperous farm families. Folder. © 22Feb52; KK71692.

Your eggs are in the right basket when you advertise in Capper's Farmer. Reading habit, buying guide for America's most prosperous farm families. (Magazine advertising) Folder. © 21Mar52; KK73154.

CARDINI, CAESAR ©.

The original Caesar Cardini's romaine salad dressing. 10 fl. oz. Label. © 18Feb52; KK71642.

CAREY SALT COMPANY ©.

A few cents a year can make the difference! Carey's. (Livestock salt & mineral supplement) Adv. from The Progressive farmer, Mar. 1952, p. 68. Appl. author: R. J. Potts-Calkins & Holden, Inc. © 1Mar52; KK74536.

Minerals and your livestock. (Mineral supplement) 32 p. Appl. author: R. J. Potts-Calkins & Holden, Inc. © 14Jul51; KK74535.

The 1 answer to your mineral feeding problems. Carey's. (Livestock salt & mineral supplement) Adv. from The Progressive farmer, Feb. 1952, p. 54. Appl. author: R. J. Potts-Calkins & Holden, Inc. © 1Feb52; KK74537.

CARLIN, STEVE.

Coke's a natural! El Squeako. KK72804. SEE Telu Enterprises, Inc.

Coke's a natural! Gala-Poochie. KK72801. SEE Telu Enterprises, Inc.

Coke's a natural! Polka Dottie. KK72802. SEE Telu Enterprises, Inc.

Coke's a natural! Rootie Kazootie and Todd Russell. KK72803. SEE Telu Enterprises, Inc.

CARLISLE SHOE COMPANY ©.

Comes the revelation! Scant sandals. Mademoiselle shoes. Adv. from Vogue, Sept. 1, 1951, p. 97. Appl. author: Abbott Kimball Co., Inc. © 1Sep51; KK69930.

Get the point and you've got fashion! Mademoiselle shoes. Adv. from Vogue, Sept. 15, 1951, p. 71. Appl. author: Abbott Kimball Co., Inc. © 15Sep51; KK69929.

Look, no buckles! Clinglings. Hold, hold, hold! Mademoiselle shoes. Adv. from Harper's bazaar, Nov. 1951, p. 58. Appl. author: Abbott Kimball Co., Inc. © 1Nov51; KK69923.

New twists, new way to wear a pump. Open where you least expect it! Mademoiselle shoes. Adv. from Glamour, Nov. 1951, p. 44. Appl. author: Abbott Kimball Co., Inc. © 22Oct51; KK69926.

Oxford Jrs. new slant on an old love. Mademoiselle shoes. Adv. from Glamour, Aug. 1951, p. 45. Appl. author: Abbott Kimball Co., Inc. © 22Jul51; KK69928.

Tattle toes just a little show-off. Mademoiselle shoes. Adv. from Harper's bazaar, June 1951, p. 8. Appl. author: Abbott Kimball Co., Inc. © 1Jun51; KK69922.

Tie yourself to a beau. Mademoiselle shoes. Adv. from Mademoiselle, July 1951, p. 19. Appl. author: Abbott Kimball Co., Inc. © 29Jun51; KK69927.

Veiled vamps, city-bred fashion in lace so light, so cool, so chic. Mademoiselle shoes. Adv. from Vogue, May 15, 1951, p. 19. Appl. author: Abbott Kimball Co., Inc. © 15May51; KK69924.

Wear a square throat pump for fashion's slim look. Wear Mademoiselle shoes. Adv. from Glamour, Feb. 1951, p. 65. Appl. author: Abbott Kimball Co., Inc. © 22Jan51; KK69925.

CARLSON, Gunnar W., d.b.a. Guncarl Enterprises. SEE Guncarl Enterprises.

CARMAR COMPANY ©.

Stop groping in the dark. Fire Fly Glo-Stik-R shows the way. Glows in the dark. (Phosphorescent sticker) Label. Appl. author: Frederic Carl Pfender. © 24Mar52; KK71525.

CARMICHAEL, James W. and Frederick Southard, d.b.a. Coastal Publications. SEE Coastal Publications.

CARMICHAEL, JAMES WHEALTON.

Here's an original idea with extra snap! KK69765. SEE Carmichael, James Whealon.

CARNATION COMPANY ©.

Look what Carnation does for custard. Carnation performs cooking miracles not possible with ordinary bottled milk. (Evaporated milk) Adv. from Life, Apr. 28, 1952, p. 58. Appl. author: Norman Best. © 25Apr52; KK73272.

A richer, smoother failure-proof cream sauce, because it's made with Carnation evaporated milk. Adv. from Life, Apr. 7, 1952, p. 16. Appl. author: Norman Best. © 4Apr52; KK72502.

CAROLINA MANUFACTURING COMPANY, INC. ©.
Hav-A-Hank. Men's hemstitched handkerchiefs. Label. Appl. author: Henderson Advertising Co. © 15Feb52; KK70622.

CARÓN CORPORATION ©.

Fleur de lis. (Perfume) Sheet. May 1, 1952. © 1May52; KK73061.

CARPENTER AND PATERSON, INC. ©.

Witch pipe hangers and supports. Poster. Appl. author: George Paterson. © 15Apr52; KK73516.

CARPENTER STEEL COMPANY.

Carpenter service bulletin. (Steel) Folder. Appl. author: George E. Brumbach. © The Carpenter Steel Co. v. 3, no. 6. © 10Oct51; KK69308. v. 3, no. 7. © 10Dec51; KK69309. v. 3, no. 8. © 18Feb52; KK71027. v. 3, no. 9. © 18Mar52; KK71824. v. 3, no. 10. © 15Apr52; KK72391. v. 3, no. 11. © 16Jun52; KK74418.

CARR, HUGH RÖDERICK.

KrosFlo water ionizers; water softeners, demineralizers. KK69098. SEE Engineering Equipment Distributors.

CARROM INDUSTRIES, INC. ©.

Hospital furniture. Groups 2700 and 1800 by Carrom. Folder. Appl. author: Waldie and Briggs, Inc. © 4Jan52 (in notice: 1951); KK70365.

CARTER ADVERTISING COMPANY.

Bag O' Leisure. The modern way to avoid the heavy, distressing part of home washing. KK73958. SEE Faultless Laundry and Dry Cleaning Company.

CARTY, WILLIAM WARDEN.

Selling slants. KK73411. SEE Du Pont De Nemours (E. I.) and Company.

CASCADE PETROLEUM COMPANY ©.

Farm buildings as much as 26° cooler with liquid aluminum. Amazing discovery - hundreds of extra dollars may be earned by keeping farm buildings cooler with Cascade Aluminum Roof Coating. Folder. © 1May52; KK73845.

Roof patching materials. Aluminum roof plating, glass fibre roofing, rolled roofing paper, muslin, canvas, tin. Folder. © 1Aug51; KK69549.

Rot-Pruf wood preserver. Lasting protection against rot and decay. Folder. © 1Aug51; KK69544.

Sales manual; Waterproofing Division, Cascade Petroleum Co. (Roof coatings and wood preservatives) 60 p. © 12Nov51; KK69032.

CASE (J. I.) COMPANY ©.

Long a dream, now it comes true: Eagle Hitch farming. Case Eagle Hitch. (Hitch for tractors) Adv. from Capper's farmer, May 1952, p. 39. Appl. author: Western Advertising Agency. © 8Apr52; KK72302.

CASSELL (JOHN R.) COMPANY, INC. ©.

Axonometric drawing, the universal picture language. Instrumaster. (Drafting stencils) Pamphlet. Appl. author: Paul F. Boehm. © 21Feb52; KK71673.

CAST IRON PIPE RESEARCH ASSOCIATION ©.

The pipe that's known as the taxpayers' friend. Cast iron pipe. Adv. from Newsweek, Apr. 7, 1952, p. 77. Appl. author: H. B. Humphrey. © 7Apr52; KK73178.

This is the pipe that's known as the taxpayers' friend. Cast iron pipe, America's no. 1 tax saver. Adv. from Water & sewage works, Apr. 1952, p. 65. Appl. author: H. B. Humphrey. © 1Apr52; KK73023.

CATER, HARRY D. ©.

Radio code whistle, an educational toy. Card. © 22Apr52; KK74255.

CATHAR, WILLIAM A. III.

Complete new line of Fairchild playback equipment. KK71531. SEE Fairchild Recording Equipment Corporation.

Fairchild magnetic tape recorders. KK71530. SEE Fairchild Recording Equipment Corporation.

Smooth-On concrete paint. KK71021. SEE Smooth-On Manufacturing Company.

CAVANAU (FRANK) ASSOCIATES.

Automobile body builders and finishers since 1909. KK71921. SEE Briggs Manufacturing Company.

CELOTEX CORPORATION.

The Celotex merchandising service for building material merchants. Service bulletin: Winter 1951-52. Alerting you for action. (Building material products) Sheet. Appl. author: Frederic Kammann. © The Celotex Corporation; 15Dec51; KK71620.

CENTRALAB Division of Globe-Union, inc. SEE Globe-Union, inc., Centralab Division.

CENTRIFIX CORPORATION ©.

Catalyst dust separator. Sheet. (Bull. 325) Appl. author: Charles Langdon Campbell. © 2May52; KK74790.

Type SD-2 scrubber purifier. Centrifix. Sheet. (Bull. 315) Appl. author: Charles Langdon Campbell. © 2May52; KK74789.

CERTINA Watches. Illinois Watch Case Company, d.b.a. Elgin American; also d.b.a. Certina Watches. SEE Elgin American.

CHADWICK, H. J. ©.

A B C: always better cars. (Key rings) Label. © 18Mar52; KK71929.

CHALET ORIGINALS.

Herbal astringent. 4 fl. oz. Chalet originals. (Cosmetics) Label. © Dorothy W. Gordon & Harley Bryan Gordon, d.b.a. Chalet Originals; 15Aug51; KK70994.

Peach blossom cleansing cream. Net wt. 8 oz. Chalet originals. (Cosmetics and toilet preparations) Label. Appl. author: Stuart Williams Davis. © 13Aug51; KK74570.

CHAMBER OF COMMERCE FOR THE TRANSPORTATION INDUSTRIES, INC. ©.

Approved uniform bill of lading. (Wearing apparel, cut or uncut, finished or unfinished, general merchandise & bolts of cloth) Sheet. © 2May52; KK74329.

CHAMBERLIN COMPANY OF AMERICA ©.

Metal casement windows need storm sash too. 3 new types to choose from. Chamberlin. Folder. Appl. author: Robert H. Breitenbach. © 18Dec51; KK68734.

Save fuel \$\$\$\$. Call a Chamberlin man; prepare your home for comfort, health, economy, and cleanliness. Your home ... can be improved with Chamberlin weather proofing. Folder. Appl. author: Robert H. Breitenbach. © 22Oct51; KK68733.

CHAMPION PLASTICS CORPORATION ©.

Space Ship puzzle key chains. Card. Appl. author: Hyman Hendel. © 29Apr52; KK73456.

CHAMPION SPARK PLUG COMPANY.

Dependable spark plugs: Champion. Passenger car recommendations. Card. © The Champion Spark Plug Co.; 29Feb52; KK71201.

CHAP STICK COMPANY ©.

Now shave as a lady should. Sofair. (Liquid shaving cream) Adv. from Sunday New York times, magazine section, p. 37. Appl. author: Lawrence C. Gumbinner Advertising Agency, inc. © 22Jun52; KK74897.

CHATBURN, O. M.

How to get the things you want. Save for a sunny day. Open your savings account now at California Federal. KK70811. SEE California Federal Savings.

CHEF HOWARD'S FAMOUS FOODS.

Famous All "N" One pure Italian peppercorn seasoning. Label. © Chef Howard's Famous Foods, sole owner, A. S. Howard; 6Mar52; KK71819.

CHEMEX CORPORATION ©.

Chemex Coffeemaker. Chemex coffee service guaranty. Adv. from the New Yorker, May 26, 1951, p. 50. Appl. author: Peter Schlumbohm. © 26May51; KK74119.

The chemist's way of making coffee or tea: Chemex. (Coffee makers) Folder. Appl. author: Peter Schlumbohm. © 28Mar52; KK72275.

The chemist's way of making coffee or tea: Chemex. (Coffeemakers) Sheet. Appl. author: Peter Schlumbohm. © 1Mar52; KK71483.

Fahrenheit Filterfan: no propeller, no danger, no cage, no pulsations ... (Electric ventilator) Folder. Appl. author: Peter Schlumbohm. © 28May52; KK74352.

The 7 in 1 Tempot, hot or cold. Fahrenheit bottle cooler. Sheet. Appl. author: Peter Schlumbohm. © 5Jun52; KK74658.

CHEMICAL CORPORATION OF COLORADO ©.

Insect dial. Garden duster. (Insecticide dust) Label. Appl. author: Bill Bonsib. © 26Dec51; KK69680.

CHEMICAL SUNDRIES COMPANY ©.

Wonder bubbles for bubble pipes and bubble blowing devices. Label. Appl. author: Sidney E. Belmont. © 22Jan52 (in notice: 1951); KK70586.

CHENOWETH, JOSEPH.

Challenge for electric power. KK70854. SEE General Electric Company.

Electric power at work. KK70846. SEE General Electric Company.

CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED ©.

Rusty and Dusty. (Vaseline hair tonic) Adv. Appl. author: McCann-Erickson, inc. In Australia ... © 17Feb52; KK74112.

In Florida ... © 16Mar52; KK74111.

CHESTER CLUB BEVERAGES ©.

Extra dry. Pale dry ginger ale. Label. Appl. author: Matthew Pine. © 14Mar52; KK73627.

CHICAGO BIBLE SOCIETY ©.

Catalog of Chicago Bible Society, Chicago Bible House. The American way, family Bible reading. (Bibles, religious books and merchandise) 62 p. Appl. author: Donald Cleveland Norman. © 12Nov51; KK70562.

CHICAGO TRIBUNE.

Bonny Braids paper dolls. Dick Tracy's new daughter and Tess. (3 dolls, 6 costume sheets) Label. (5167) © The Chicago Tribune; 19Oct51; KK70543.

CHICKEN DELIGHT, INC. ©.

Why wish? You call, we deliver. Served just right, it's Chicken Delight. Label. Appl. author: Abraham L. Tunick. © 25Apr52; KK73414.

CHILCOTT LABORATORIES, INC. ©.

Conclusive evidence, that years of constipation can be corrected physiologically with Cellothyl. (Pharmaceuticals) Folder. (2CCe-2F 4301) Appl. author: Wm. Douglas McAdams, inc. © 26Apr52; KK74366.

Effect of Peritrate on the electrocardiogram recorded during rest on patient 104 of series. (Pharmaceuticals) Folder. (2CPe-31 4312) Appl. author: Wm. Douglas McAdams, inc. © 20May52; KK74371.

New! To prevent anginal attack.

Peritrate. (Pharmaceuticals) Post card. (2CPe-PhC 4294) Appl. author: Wm. Douglas McAdams, inc. © 20Mar52; KK74369.

CHILCOTT LABORATORIES, INC. ©. Cont'd.
New! To prevent anginal attack.
Peritrate. (Pharmaceuticals)
Folder. (2CPe-StC 6011) Appl. au-
thor: Wm. Douglas McAdams, inc.
© 20Apr52; KK74368.

New, to return blood pressure toward
normotensive levels Methium ...
(Pharmaceuticals) Blotter. (2CM-
4302) Appl. author: Wm. Douglas
McAdams, inc. © 6May52; KK74367.

Thyroid, the fulcrum of the endocrine
balance. (Pharmaceuticals) Folder.
(1CP-84F 4237) Appl. author: Wm.
Douglas McAdams, inc. © 21May52;
KK74372.

Thyroid, the governor of the body's
economy. (Pharmaceuticals) Folder.
(1CP-64F 4234) Appl. author: Wm.
Douglas McAdams, inc. © 21May52;
KK74370.

CHINNOCK, A. V.
Fluorolubes. KK71132. SEE Hooker
Electrochemical Company.

CHIRELSTEIN, NATHAN.
Sheldon offers 2 new sensational
major TV improvements. KK71523.
SEE Allied Electric Products, inc.
Tioga tube and adapter saves TV
picture tube and set. KK71524.
SEE Allied Electric Products, inc.

CHLORATEST LABORATORY, INC. ©.
Chloratest. Test kit for urine-salt.
A quantitative test for sodium
chloride in the urine. (Analyti-
cal kit) Label. Appl. author:
Hardy Lehrhaupt. © 28Feb52;
KK71716.

CHRYSLER Corporation. SEE Its subsidi-
ary Amplex Manufacturing Company.

CHURCH AND DWIGHT COMPANY, INC. ©.
Cakes, home style. Arm & Hammer
brand or Cow brand baking soda.
Folder. Appl. author: Harvey and
Howe, inc. © 21Feb52; KK70903.
Household helps with baking soda.
Arm & Hammer brand or Cow brand
baking soda. Folder. Appl. au-
thor: Harvey and Howe, inc.
© 12May52; KK73461.

How to make quick breads. Arm &
Hammer brand or Cow brand baking
soda. Adv. from What's new in
home economics, Apr. 1952, p. 129.
Appl. author: Harvey and Howe, inc.
© 26Mar52; KK73008.

Your best self, a blending of good
health and good grooming. Arm &
Hammer brand or Cow brand baking
soda. Folder. Appl. author:
Harvey and Howe, inc. © 22Apr52;
KK73045.

CINCINNATI GRINDERS INCORPORATED ©.
Cincinnati microscope aligning instru-
ment. Designed specifically for
checking the alignment of long
Cincinnati grinding machine beds ...
(Attachment for machine tool) Sheet.
21Mar52; KK73873.

CINCINNATI MILLING MACHINE COMPANY.
Cincinnati heavy duty vertical
milling attachment. Sheet.
© The Cincinnati Milling Machine
Co.; 13Dec51; KK68948.

Cincinnati no. 1 radius grinding
attachment for Cincinnati no. 2
cutter and tool grinders. Sheet.
© The Cincinnati Milling Machine
Co.; 1May52; KK73424.

Cincinnati precision measuring equip-
ment for cross, vertical and
longitudinal movements. Sheet.
© The Cincinnati Milling Machine
Co.; 13Dec51; KK68947.

Heavy duty vertical milling attach-
ment. (Machine tool attachment)
Sheet. © The Cincinnati Milling
Machine Co.; 4Apr52; KK72362.

CIRCLE NOVELTY COMPANY, LTD. ©.
Girl with flared skirt. (Service-
permanent pleating on materials)
Card. Appl. author: William
Ligornier. © 23Apr52; KK73614.

CIRESE, JOSEPHINE K.
Brownie brand cane & maple syrup.
KK73363. SEE Scudder Syrup Company.

CLAIROL, INC. ©.
Glamour bath with Miss Clairol hair
color bath. (Hair tint) Folder.
Appl. authors: Vern Radusky and
Samuel Cohen. © 22Apr52; KK72568.

How to use new, amazing Miss Clairol
hair color bath. (Hair tint) 14 p.
Appl. authors: Vern Radusky and
Samuel Cohen. © 18Mar52; KK71465.

Jinx says, your beautician knows best.
That's why so many beauticians use
and recommend Miss Clairol hair
color bath. (Hair tint) Poster.
Appl. authors: Vern Radusky and
Samuel Cohen. © 3Mar52; KK71497.

Jinx says: Your best beauty friend
for gray hair is Miss Clairol hair
color bath! (Hair tint) Adv. from
New York times, Apr. 27, 1952, p.
64. Appl. author: Allan Shevlo.
© 27Apr52; KK72689.

Jinx says: Your best beauty friend
for gray hair is Miss Clairol hair
color bath. (Hair tint) Adv. from
the New York times magazine, Apr.
6, 1952, p. 19. Appl. author:
Allan Shevlo. © 6Apr52; KK72141.

Jinx says, your best beauty friend
is Miss Clairol hair color bath.
(Hair tint) Adv. from New York
times, Mar. 2, 1952, p. 15. Appl.
author: Allan Shevlo. © 2Mar52;
KK71084.

Jinx says, your best beauty friend
is Miss Clairol hair color bath.
(Hair tint) Adv. from New York
times, Mar. 16, 1952, p. 21.
Appl. author: Allan Shevlo.
© 16Mar52; KK71305.

Miss Clairol hair color bath.
35 confidential professional
beauty salon formulas. (Hair tint)
Folder. Appl. author: Vern
Radusky. © 28Dec51; KK70991.

Miss Clairol shade selector. (Hair
tint) Sheet. Appl. author:
Allan Shevlo. © 29May52; KK74380.

Silver Drops concentrated for drab-
bing while bleaching or tinting.
Contents: one dozen 1/4 fl. oz.
bottles. (Hair tint) Label.
Appl. author: Vern Radusky & Samuel
Cohen. © 12May52; KK73978.

Silver drops concentrated for drabbing
while bleaching or tinting. (Hair
tint) Appl. author: Vern Radusky
and Samuel Cohen. © 12May52;
KK74169.

Use this shield for a blonde Lady
Clairol streak with Lady Clairol
whipped creme hair lightener.
Card. Appl. authors: Vern Radusky
and Samuel Cohen. © 3Mar52;
KK72569.

Which hair color should you use?
Miss Clairol hair color bath. Appl.
author: Allan Shevlo.

Elizabeth Daves ... Flame by Miss
Clairol. Adv. from New York
times, Sept. 16, 1951, p. 43.
© 16Sep51; KK69905.

Here is fashion-right Flame. Adv.
from New York times, Jan. 20,
1952, p. 33. © 20Jan52; KK69903.

Madelon Mason ... in Golden Apri-
cot by Miss Clairol. Adv. from
New York times, Sept. 30, 1951,
p. 31. © 30Sep51; KK69907.

Miss Clairol is the magic-in-min-
utes way for lovely, lasting
hair color. Adv. from the New
York times, June 8, 1952, p. 12.
© 8Jun52 (in notice: 1951);
KK74698.

This beautiful hair color ... Sun
Bronze. Adv. from New York times,
Sept. 23, 1951, p. 39. © 23Sep51;
KK69904.

Yours for the asking, the new, amazing
hair color bath that performs like
magic ... Miss Clairol. (Hair tint)
Adv. from the New York times, maga-
zine section, June 22, 1952, p. 48.
Appl. author: Allan Shevlo.
© 22Jun52; KK74748.

CLARK Division, McGraw Electric Com-
pany. SEE McGraw Electric Company.
Clark Division.

CLARK GRAVE VAULT COMPANY.
When your heart is reaching hardest
for consolation ... (Grave vaults)
Adv. from the Saturday evening post,
Mar. 8, 1952, p. 136. Appl. author:
Ronald S. West. © The Clark Grave
Vault Co.; 8Mar52; KK74128.

CLARK-RICKERD, INC.
Rox masonry paint protects, beauti-
fies, stops water ... KK73332.
SEE Rox Products Company.

CLARK'S SUPER GAS ©.
Grueling road tests prove Clark's
power balanced gasoline first in
performance. Clark's Super gas.
Adv. from St. Louis post dispatch.
Appl. author: Arthur Meyerhoff &
Co. © 10Mar52; KK71931.

Here's why more Milwaukee motorists
use Clark's super gas than any
other premium gasoline. Adv.
Appl. author: Arthur Meyerhoff
& Co. © 4Jan52; KK69657.

Now, Clark's Super gas is super-
charged with butane at our own re-
finery. (Gasoline) Adv. from the
Milwaukee journal, Dec. 4, 1951,
p. 33. Appl. author: Arthur Meyer-
hoff & Co. © 4Dec51; KK68751.

Quality gasoline for 20 years now in
45 cities. Clark's are specialists
in producing, refining and market-
ing one fine grade of gasoline ...
Clark's Super gas. Adv. from
Milwaukee journal. Appl. author:
Arthur Meyerhoff & Co. © 3Mar52;
KK71930.

CLAYTON (A. C.) PRINTING COMPANY ©.
Cole-Haan. Fine footwear. Label.
© 14Dec51; KK68830.

Meyer's, Pensacola, one of the South's
fine stores. Fine footwear. (Shoe
carton wrap) Label. © 19May52;
KK73859.

CLEINMAN, DAVID H.
Spaceman's space pilot wings with
planetary compass. KK74849. SEE
Cleinman and Sons, inc.

CLEINMAN AND SONS, INC. ©.
Spaceman's space pilot wings with
planetary compass. (Children's
novelty wing & compass badge)
Card. Appl. author: David H.
Cleinman. © 27May52; KK74849.

CLEMENTS, HARVEY.
Let's swap ideas. KK71180 ... SEE
Kimberly-Clark Corporation.
Tell it to Kimberly-Clark ...
KK68795 ... SEE Clements, Harvey.

CLEVELAND ELECTRIC ILLUMINATING COMPANY.

Will your range pass the white glove test? (Electric range) Adv. from the Cleveland news, May 12, 1952, p. 13. Appl. author: Robert H. Bridges. © The Cleveland Electric Illuminating Co.; 12May52; KK73884.

CLEVELAND HEATER COMPANY.

Rex XL automatic water heater. 8 p. Appl. author: Frederick H. Leder. © The Cleveland Heater Co.; 21Dec51; KK68747.

CLIMALENE COMPANY.

What Bowlene does. (Disinfectant and deodorizer) Label. Appl. author: Robert H. Marriott. © The Climalene Co.; 22Feb52; KK70865.

CLOROX CHEMICAL COMPANY ©.

Clorox bleaches extra gently, and that's not all. It's a 4 in 1 product. (Household bleach and disinfectant) Adv. from Woman's home companion, Mar. 1952, p. 54. Appl. author: Honig-Cooper Co. © 18Feb52; KK71134.

Clorox does more than give you extra-gentle bleaching. (Household bleach and disinfectant) Adv. from Woman's home companion, Sept. 1951, p. 60. Appl. author: Honig-Cooper Co. © 18Aug51; KK71141.

Extra-gentle bleaching is only the beginning with Clorox. Clorox bleaches, removes stains, deodorizes and disinfects. Adv. from Woman's home companion, Feb. 1952, p. 48. Appl. author: Honig-Cooper Co. © 16Jan52; KK70031.

The microscope proves a Clorox clean wash is sanitary safer for family health! (Bleach and disinfectant) Adv. from San Francisco call bulletin, May 8, 1952, p. 5. Appl. author: Honig-Cooper Co. © 8May52; KK73994.

Snowy white! Yes, and more important, sanitary, too because it's Clorox clean! (Bleach and disinfectant) Adv. from Woman's home companion, June 1952, p. 55. Appl. author: Honig-Cooper Co. © 19May52; KK73995.

Snowy-white! Yes, and more important, sanitary too, because it's Clorox clean. (Household bleach and disinfectant) Adv. from San Francisco call-bulletin, May 22, 1952, p. 4F. Appl. author: Honig-Cooper Co. © 22May52; KK74060.

To make linens white is not enough. Make them white and sanitary too, with Clorox. (Household bleach and disinfectant) Adv. from San Francisco call-bulletin, Apr. 24, 1952, p. 4. Appl. author: Honig-Cooper Co. © 24Apr52; KK73448.

To make linens white is not enough. Make them white and sanitary, too, with Clorox. (Household bleach and disinfectant) Adv. from Woman's home companion, May 1952, p. 60. Appl. author: Honig-Cooper Co. © 21Apr52; KK73449.

You get extra-gentle bleaching and more with Clorox. Clorox bleaches, removes stains, deodorizes and disinfects. Adv. from Woman's home companion, Jan. 1952, p. 46. Appl. author: Honig-Cooper Co. © 18Dec51 (in notice: 1952); KK69484.

You get extra-gentle bleaching and more with Clorox; it's a 4 in 1 product. Clorox bleaches, removes stains, deodorizes, and disinfects. Adv. from San Francisco call-bulletin, Dec. 6, 1951, p. 9F. Appl. author: Honig-Cooper Co. © 6Dec51; KK68738.

You get far more than gentler bleaching with Clorox. It's a 4 in 1 product. (Household bleach and disinfectant) Adv. from Woman's home companion, Apr. 1952, p. 67. Appl. author: Honig-Cooper Co. © 18Mar52; KK71782.

CLOSE, PAUL D.

Simpson woodfiber products manual. KK73101. SEE Simpson Logging Company.

Woodfiber products manual. KK73330. SEE Simpson Logging Company.

CLUB ALUMINUM PRODUCTS COMPANY ©.

Beautiful, exquisite, so very practical glassware by Inland. (Glass beverage servers) Folder. Appl. author: Everett M. Pippin. © 5May52; KK73373.

Club Aluminum Hammercraft waterless cookware, with cook-n-look covers. Sheet. Appl. author: Everett M. Pippin. © 18Feb52; KK70683.

Lady look, lovely giftware, hand crafted by Inland. (Glassware) Folder. Appl. author: Everett M. Pippin. © 26May52; KK74175.

Now, new brides can be the best cooks when they use Club aluminum waterless cookware with new cook-n-look covers. Adv. from the Bride's magazine, summer 1952, p. 184. Appl. author: Leo Burnett Co., inc. © 2Apr52; KK72268.

CLUTE, FOSTER LYONS.

Color-visualize your own rooms. KK70445. SEE Dealer Sales Builders Company.

CLYDE, WALT.

Oilgram. KK72986. SEE West and Company.

COAL HEATING SERVICE OF GREATER

DETROIT ©.

Be glad you use coal, the worry-free fuel. Coal heat is healthful heat. Adv. from the Detroit times, Apr. 18, 1952, p. 32. © 18Apr52; KK72994.

Be glad you use coal, the worry-free fuel. Coal heat is healthful heat. Adv. from the Detroit times, Apr. 15, 1952, p. 27. © 15Apr52; KK72995.

Be glad you use coal, the worry-free fuel. Coal heating is safe heating. Adv. from the Detroit times, Apr. 14, 1952, p. 18. © 14Apr52; KK73345.

Be glad you use coal, the worry-free fuel. Coal heat is steady heat. Adv. from the Detroit times, Apr. 16, 1952, p. 35. © 16Apr52; KK72997.

Be glad you use coal, the worry-free fuel. Coal heating is safe heating. Adv. from the Detroit times, Apr. 17, 1952, p. 11. © 17Apr52; KK72996.

COAST FISHERIES DIVISION OF THE QUAKER

OATS COMPANY ©.

Life's full of surprises to the mother of a Puss 'n Boots family. See what it means to be a Puss 'n Boots cat? (Cat food) Adv. from Better homes and gardens, May 1952, p. 180. Appl. author: Frances Rutland Lacher. © 25Apr52; KK72815.

This mother can frolic in carefree contentment ... See what it means to be a Puss 'n Boots cat? (Cat food) Adv. from Life, Apr. 7, 1952, p. 64. Appl. author: Frances Rutland Lacher. © 4Apr52; KK72816.

COASTAL PUBLICATIONS.

Here's an original idea with extra snap! Top premium offers of the week. (Premiums) Folder. Appl. author: James Whealton Carmichael. © Coastal Publications, a partnership composed of James W. Carmichael & Frederick Southard; 4Aug51; KK69765.

COCA-COLA COMPANY.

According to Plautus, it is wretched business to be digging a well just as thirst is mastering you. Mos-tellaria. Coca-Cola is the answer to thirst. (Soft drink) Adv. from the Davidson, Jan. 18, 1952, p. 4. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 18Jan52; KK73090.

Be prepared, be refreshed. Drink Coca-Cola. (Boy Scout offering bottle. Soft drink) Adv. from Handbook for boys, 1952 ed., p. 531. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1May52; KK72400.

Cash for your empty Coke bottles. Drink Coca-Cola. (Hand holding bottles; coin. Soft drink) Adv. from Daily news, Washington, D. C., June 6, 1951, p. 5. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 6Jun51; KK72396.

Coke follows thirst everywhere. Coca-Cola. (Air Corps sergeant at cooler. Soft drink) Adv. from News-week, Feb. 4, 1952, p. 23. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 31Jan52; KK71733.

Cut yourself a slice of extra profit. You can save time and effort and increase your take-home profit by following three simple merchandising ideas in your handling of Coca-Cola. (Hand taking slice of money. Soft drink) Adv. from Food service news, Apr. 1952, p. 8. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Apr52; KK73113.

Dispenser is a 9 letter word that means profit to you. A dispenser at your fountain is a profit machine producing a profit spread on every gallon of Coca-Cola. (Crossword puzzle. Soft drink) Adv. from Fountain & fast food service, Apr. 1952, p. 2 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 30Mar52; KK73115.

For February. Your salesmen in print to help your salesmen in uniform. Coca-Cola. (Soft drink) Adv. from the Coca-Cola bottler, Jan. 1952. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Jan52; KK72398.

For you. (Boy and glass. Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Feb52 (in notice: 1951); KK70822.

From Eliza Cook. Hunger is bitter. Drink Coca-Cola. Adv. from the Flat lux, Dec. 4, 1951, p. 4. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 4Dec51; KK69659.

Gone for a Coke. Drink Coca-Cola, the pause that refreshes. (Stepladder and paint can. Soft drink) Adv. from Newsweek, Apr. 28, 1952, p. 31. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 24Apr52; KK73120.

Good with so many good things. Drink Coca-Cola. (Coke and ham) (Soft drink) Adv. from St. Louis post-dispatch, July 8, 1951, p. 13. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 8Jul51; KK69914.

COCA-COLA COMPANY. Cont'd.

Gustatory note: Appetite comes with eating, but thirst departs with drinking. Rabelais. You can lose thirst in a hurry with a bottle of ice-cold Coca-Cola. (Soft drink) Adv. from the Dakota student, Feb. 15, 1952, p. 6. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Feb52; KK73091.

He had no wish but to be glad, nor want but when he thirsted. The Jolly Beggar. Each frosty bottle of Coke is the answer to thirst ... (Soft drink) Adv. from Russell sage quill, Jan. 17, 1952, p. 4. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 17Jan52; KK73089.

Here are three ideas to help you make more money. Coca-Cola. (Coca-Cola salesman. Soft drink) Adv. from Food service news, Mar. 1952, p. 6-7. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Mar52; KK71732.

Here's how you can increase your profit per square foot on Coca-Cola. (Coca-Cola salesman. Soft drink) Adv. from Chain store age, Apr. 1952, p. 118-119. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 30Mar52; KK73119.

Here's refreshment, real refreshment. Each frosty bottle tells you why the tingling, delicious goodness of Coca-Cola is so refreshing ... (Woman on porch. Soft drink) Adv. from Family circle, May 1952, p. 2 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 24Apr52; KK73118.

Hospitality can be so easy. Serve Coca-Cola. (Empty bottles. Soft drink) Adv. from Family circle, Mar. 1952, p. 19. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 28Feb52; KK72401.

It's a profit machine on your soda fountain, a dispenser for Coca-Cola. (Druggist pouring syrup into dispenser. Soft drink) Adv. from Drug topics, Apr. 21, 1952, p. 5. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 21Apr52; KK73116.

It's what folks want. (Waitress. Soft drink) 24-sheet poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1May52; KK73511.

January advertising tells your customers what they want is a Coke. (Soft drink) Adv. from the Coca-Cola bottler, Dec. 1951. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Dec51; KK72399.

Keep the empties coming, please. Drink Coca-Cola. (House with row of bottles to store. Soft drink) Adv. from Daily news, Washington, D. C., June 13, 1951, p. 8. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 13Jun51; KK72395.

Mister, it's a pleasure. Coca-Cola. (Western Union boy. Soft drink) Adv. from Newsweek, Jan. 7, 1952, p. 2 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 3Jan52; KK71728.

Now it's my time. Drink Coca-Cola. (Santa Claus; big head. Soft drink) 24-sheet poster. Appl. author: D'Arcy Advertising Company. © The Coca-Cola Co.; 1Dec51; KK69089.

Now, it's play refreshed with the gay Tyrolese. Bavarians have fun dancing the schuplattler. And where you find fun, you are likely to find Coca-Cola ... (Bavarian scene. Soft drink) Adv. from the Grade teacher, Apr. 1952, p. 3 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Mar52; KK73114.

On the world's sixth continent, Australians welcome Coca-Cola. (Australia. Soft drink) Adv. from the Grade teacher, Mar. 1952, p. 3 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Feb52; KK71731.

Phaedrus philosophized: You will soon break the bow if you keep it always stretched. Fables. Recipe for relaxation ... Coca-Cola. (Soft drink) Adv. from the Technique, Feb. 22, 1952, p. 4. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 22Feb52; KK73092.

Pleasure, the sov'reign bliss of humankind. Alexander Pope: January and May. To quiet thinking or quick action, ice-cold Coca-Cola ... (Soft drink) Adv. from All-American Tulane hullabaloo, Mar. 7, 1952, p. 7. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 7Mar52; KK73093.

Quality you can trust. Coca-Cola. (Army nurse. Soft drink) Adv. from Cosmopolitan, Mar. 1952, p. 81. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 22Feb52; KK71729.

Quality you can trust. (Nurse. Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Mar52 (in notice: 1951); KK72160.

Salesmen in print for March. Mr. Bottler: Meet a sales force which is working for you. (Soft drink) Adv. from the Coca-Cola bottler, Feb. 1952. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Feb52; KK72397.

Shakespeare scribed: There's not a minute of our lives should stretch without some pleasure. Anthony and Cleopatra. Drink Coca-Cola. (Soft drink) Adv. from Hilltops, Mar. 21, 1952, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 21Mar52; KK73088.

There the hermit slaked my burning thirst. Tennyson: Holy grail. (Soft drink) Adv. from the Wartburg trumpet, Dec. 8, 1951, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 8Dec51; KK69661.

There's nothing like giving folks what they want. Coca-Cola. (Children watching television. Soft drink) Adv. from Family circle, Jan. 1952, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 27Dec51; KK71730.

TV tonight! See Edgar Bergen with Charlie McCarthy and Mortimer Snerd. (Soft drink) Adv. from St. Louis post-dispatch, Apr. 28, 1951, p. 2B. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 28Apr51; KK69660.

Wanted! Coke bottles! (Soft drink) Adv. from the La Grange daily news, Apr. 25, 1951, p. 5. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 25Apr51; KK69658.

We say delicious. Pretorians say heerlik. Both, of course, are talking about the unique taste appeal of Coca-Cola. (South African scene. Soft drink) Adv. from the Grade teacher, May 1952, p. 63. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Apr52; KK73117.

What I want is a Coke. Drink Coca-Cola. (Sentry) (Soft drink) 24 sheet poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Jan52; KK70123.

What you want is a coke. (Girl and father. Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Apr52; KK72411.

Wordsworth versed: ... with which thou dost refresh thy thirsty lips. The excursion. With which? Why, with Coca-Cola of course ... (Soft drink) Adv. from the Skidmore news, Mar. 13, 1952, p. 4. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 13Mar52; KK73094.

COEL, LE0.

The physician's guide. KK71196.
SEE Holland-Rantos Company, inc.

COFFMAN (R. G.) COMPANY, INC.

The application of Coffman no. 205 stock railings and accessories for porches and entrance platforms. Sheet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 2Jan52; KK68961.

Coffman's adjustable size screen door grille guards. (Ornamental iron) Sheet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 15Feb52; KK71102.

Coffman's low cost stoop railings in two popular stock lengths ... (Ornamental iron) Sheet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 15Feb52; KK71103.

Coffman's new creation for '52, the wild rose cast design. (Ornamental iron) Sheet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 15Feb52; KK71101.

Coffman's no. 205 stock step railings. (Ornamental iron) Sheet. © The R. G. Coffman Co., inc.; 2Jan52; KK69656.

The Heffern sight level support. A must for carpenters ... Sheet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1May52; KK73204.

Ornamental iron and your home. Ornamental iron cost less than wood or brick ... Folder. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1May52; KK73203.

COGSWELL, WILLIAM RAYMOND.

Restful sleep for health and happiness, the key to success. KK69044.
SEE California Mattress Company.

COHAN, ARNOLD.

To manufacturers of children's products, licenses now available for Rootie Kazootie and his pals. KK72631. SEE Rootie Kazootie, inc.

COHEN, SAMUEL.

Glamour bath with Miss Clairol hair color bath. KK72568. SEE Clairol, inc.

How to use new, amazing Miss Clairol. KK71465. SEE Clairol, inc.

Jinx says, your beautician knows best. KK71497. SEE Clairol, inc.

COHEN, SAMUEL. Cont'd.

Silver Drops concentrated for drabbing while bleaching or tinting. KK73978. SEE Clairrol, inc.

Use this shield for a blonde Lady Clairrol streak ... KK72569. SEE Clairrol, inc.

COLE OF CALIFORNIA ©.

The 'GEE' in glamour. Cole's 1952 Esther Williams swimsuit reaches a new high in beauty, flattery and all-around performance. Adv. from Women's wear daily, Jan. 9, 1952, p. 77. Appl. author: Foote, Cone & Belding. © 9Jan52; KK72586.

Heavenly bodies. A new collection of beach fashions designed to make anybody more heavenly and give you curves that are out of this world! Adv. from Vogue, Dec. 1, 1951, p. 47. Appl. author: Foote, Cone & Belding. © 1Dec51; KK69993.

How to put your best foot forward. First impressions are all important, so when you open your beachwear department ... put your best fashion foot forward. Adv. from Women's wear daily, Mar. 12, 1952, p. 41. Appl. author: Foote, Cone & Belding. © 12Mar52; KK72584.

The line of least resistance. Sometimes a line's really got it. (Swimming suit) Adv. from Women's wear daily, Feb. 6, 1952, p. 45. Appl. author: Foote, Cone & Belding. © 6Feb52; KK72585.

Prize package for 1952, Cole's heavenly bodies. Opening, January 2, Cole of California summer beachwear showings. What woman wouldn't like to have a more heavenly body? Adv. from Women's wear daily, Dec. 11, 1951, p. 23. © 11Dec51; KK69555.

Smart buying is only half the story. (Swimsuits) Adv. from Women's wear daily, May 7, 1952, p. 23. Appl. author: Foote, Cone & Belding. © 7May52; KK74587.

A smooth line. Cole swimsuits can't talk, but they do carry a message ... Adv. from Women's wear daily, Apr. 9, 1952, p. 47. Appl. author: Foote, Cone & Belding. © 9Apr52; KK74588.

COLE STEEL EQUIPMENT COMPANY, INC. ©.

Cole's entire safety and filing system at one low cost. Concealed secret vault, the Executive file ... the Director file. (Steel office equipment) Sheet. © 25Apr52; KK73722.

COLEMAN, LEONARD WILFRID ©.

The Coleman Or-cage. (Plant humidifier and growth promoter) Folder. © 2Jun52; KK74659.

COLEMAN FURNITURE CORPORATION ©.

Coleman construction. Illustrating a few of the outstanding material and construction features that go into each case built by Coleman Furniture Corporation. (Bedroom furniture) Sheet. Appl. author: Noton Nevil Ramsey. © 27Feb52; KK71020.

COLLAPSIBLE TUBE MANUFACTURERS ASSOCIATION ©.

Do you know the metal collapsible tube which you use is the lightest package, the most sanitary package, the most durable package ... Sheet. Appl. author: Lester Beach Platt. © 25Mar52; KK72907.

COLLE (ALFRED) COMPANY.

Meet the man in charge of glue for Rilco. KK72866. SEE Rilco Laminated Products, inc.

Meet the man in charge of stress and strain for Rilco. KK72864. SEE Rilco Laminated Products, inc.

Meet the man in charge of wood for Rilco. KK72865. SEE Rilco Laminated Products, inc.

COLLINS, Ashton Budd, d.b.a. Reddy Kilowatt. SEE Reddy Kilowatt.

COLOTYLE TYLE-BORD, INC. ©.

Color in your bathroom with Colotyle Tyle-Bord prefinished wallpanels. Pamphlet. Appl. author: Frank Hobbs. © 15Mar52; KK72655.

COLUMBIA BREWERIES, INC. ©.

Heidelberg beer. Label. © 9May52; KK74297.

Smart hostesses, have Heidelberg handy. (Beer) Adv. from Family circle, Apr. 1952, p. 151. Appl. author: How. J. Ryan. © 29Mar51; KK74564.

COLUMBIA PICTURES CORPORATION ©.

Advertising supplement for Saturday's hero. (Motion picture) Sheet. © 15Aug51; KK69491.

Advertising supplement for the Barefoot mailman. (Motion picture) Sheet. © 26Jun51; KK69492.

Beautiful but broke. Joan Davis, her funniest screen hit. (Motion picture) Sheet. © 7Nov51; KK69869.

Charles Starrett, Smiley Burnette; Pecos River. (Motion picture) Sheet. © 15Nov51; KK69493.

Charles Starrett, Smiley Burnette; Smoky Canyon. Columbia press sheet. (Motion picture) Sheet. © 14Dec51; KK69487.

Charles Starrett, Smiley Burnette; The kid from Amarillo. (Motion picture) Sheet. © 29Aug51; KK69490.

The girl of the Limberlost. (Motion picture) Sheet. © 29Aug51; KK69488.

Go west, young lady. (Motion picture) Sheet. © 7Nov51; KK69868.

Judy Canova; Hit the hay. (Motion picture) Sheet. © 8Nov51; KK69485.

The mob. The mob that defied the Kefauver committee. (Motion picture) Folder. © 17Aug51; KK69489.

Romance of the redwoods, Jack London's celebrated adventure story. (Motion picture) Sheet. © 30Nov51; KK69486.

COLUMBIA RECORDS, INC. ©.

Berlioz Symphonie fantastique, op. 14. (Phonograph records) Label. Appl. author: Monogram Art Studios. © 18Jan52 (in notice: 1951); KK69956.

Brahms symphony no. 4 in E minor, op. 98. (Phonograph records) Label. Appl. author: Monogram Art Studios. © 18Jan52; KK69817.

The Don Cossacks on parade. Serge Jaroff, conductor. (Phonograph records) Label. Appl. author: Monogram Art Studios. © 18Jan52 (in notice: 1951); KK69955.

Gene Krupa and his orchestra. Columbia records. Label. Appl. author: James Flora. © 7Jan52 (in notice: 1951); KK69958.

Girl crazy. Gershwin. (Phonograph records) Label. Appl. author: Monogram Art Studios. © 18Jan52; KK69820.

Lily Pons waltz album. Columbia masterworks nonbreakable records. Label. Appl. author: Mitchell Jakubowski. © 7Jan52 (in notice: 1951); KK69959.

Melodies for sweethearts. Paul Weston and his orchestra. (Phonograph records) Label. Appl. author: Monogram Art Studios. © 18Jan52; KK69819.

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Can you imagine it? Rice that stays fluffy even in the refrigerator. Uncle Ben's converted long grain rice. Adv. from Life, Sept. 24, 1951, p. 33. © 24Sep51; KK71741.

COOK, RANDALL.

Academic art colors. KK73705. SEE Wesco Waterpaints, inc.

It's Rocktite month! KK73702. SEE Wesco Waterpaints, inc.

Makes old cracked walls look new, Westex texture paint, perfect finish for wallboard. KK73708. SEE Wesco Waterpaints, inc.

Masonry paints for stucco, concrete, brick, transite and aggregate blocks. KK73704. SEE Wesco Waterpaints, inc.

Pli-Tec, the roughest, toughest finish ever made for exterior masonry. KK73709. SEE Wesco Waterpaints, inc.

Prime wallboards and plaster with synthetic rubber. KK73703. SEE Wesco Waterpaints, inc.

Top Flite colors, made with synthetic rubber for washability ... KK73707. SEE Wesco Waterpaints, inc.

Top Flite synthetic rubber finishes. KK73700. SEE Wesco Waterpaints, inc.

Wesco masonry painting handbook. KK70942. SEE Wesco Waterpaints, inc.

Wesco photo-file of masonry paint specifications. KK70645. SEE Wesco Waterpaints, inc.

World's most complete line of masonry paints. KK73701. SEE Wesco Waterpaints, inc.

Your Top Flite color card. KK73706. SEE Wesco Waterpaints, inc.

COOK CHEMICAL COMPANY ©.

Real-Kill bug killer. Contains Extane. One pint. Label. Appl. author: Ralph G. Martin. © 22Jan51; KK71516.

Real-Kill bug killer. Contains Extane. One quart. Label. Appl. author: Ralph G. Martin. © 15Mar52; KK71517.

COONEY, CARROLL T., Jr.

Now, an all-new wire-less intercom for home and office use. KK72855. SEE Vocaline Company of America, inc.

Your home is already wired for a Vocatron Inter-Com. KK73593. SEE Vocaline Company of America, inc.

COONS, KARL W. ©.

Post-Haste or instant post 'em, for pocket, purse, or desk. Correct postage in a jiffy. (Advertising cards) Cards. © 22Jan52; KK70857.

COPE, DUDLEY.

Big Top crunchy style peanut butter.
KK69716. SEE Young (W. T.) Foods,
inc.

CORKY SPECIALTY COMPANY.

Foxy-Maid magic cut-out paper.
Label. © Corky Specialty Co.,
a partnership composed of Norman
M. and Mildred C. Sullivan; 7Dec51;
KK69672.

CORNELL-DUBILIER ELECTRIC CORPORATION ©.

Cornell Dubilier mica capacitor
color codes. Poster. © 15Jan52;
KK70892.

Engineering bulletin. (Capacitors)
Folder.

Bull. no. 422-2. © 21Jan52 (in
notice: 1951); KK71264.

MICA capacitor color codes. Folder.
© 15Jan52; KK70274.

CORNWALL, EARL W.

Protect your outside paint. KK70457.
SEE Cornwall and Company.

CORNWALL AND COMPANY ©.

Protect your outside paint.
X-Haler moisture vent-tube.
Sheet. Appl. author: Earl W.
Cornwall. © 4Feb52; KK70457.

CORO, INC. ©.

Dresden rose by Coro. (Costume
jewelry) Adv. from Charm, Mar.
1952, p. 41. Appl. author:
Adolph Katz. © 1Mar52; KK71362.

For mothers ... Coro's "Americana"
simulated pearls with the famous
Ajasta clasp. (Costume jewelry)
Adv. from Charm, May, 1952, p. 14.
Appl. author: Adolph Katz.
© 18Apr52; KK72774.

It's in the cards. Fashion predicts
a white and gold spring. Maid of
Hearts by Coro. (Costume jewelry)
Adv. from Today's woman, Apr. 1952,
p. 116. Appl. author: Adolph Katz.
© 1Apr52; KK73143.

Laurel by Coro. (Costume jewelry)
Adv. from Today's woman, Mar.
1952, p. 105. Appl. author:
Adolph Katz. © 1Mar52; KK71144.

Mercury by Coro. Corocraft. (Cos-
tume jewelry) Adv. from Harper's
bazaar, Mar. 1952, p. 60. Appl.
author: Adolph Katz. © 1Mar52;
KK71361.

Oh, say, can you see how the bril-
liance of Coro's Eugenie is
fashioned ... Corocraft. (Cos-
tume jewelry) Adv. from Ladies'
home journal, Mar. 1952, p. 201.
Appl. author: Adolph Katz.
© 1Mar52; KK71379.

Rock 'n white by Coro. Smart combina-
tion of chalk white beads blended
with genuine, hand-cut rock crystal.
Adv. from Charm, Apr. 1952, p. 41.
Appl. author: Adolph Katz. © 1Apr52;
KK72272.

Serenade by Coro. Coro jewelry.
Adv. from Ladies' home journal,
Feb. 1952, p. 149. Appl. author:
Adolph Katz. © 1Feb52; KK70617.

Serenade by Coro. Coro jewelry.
Adv. from Today's woman, Feb.
1952, p. 95. Appl. author:
Adolph Katz. © 1Feb52; KK70559.

Siam by Coro. Striking costume pieces
by Coro. (Costume jewelry) Adv.
from Vogue, Apr. 1952, p. 11. Appl.
author: Adolph Katz. © 1Apr52;
KK72381.

Sweetberry by Coro. (Costume jewel-
ry) Adv. from Mademoiselle, Mar.
1952, p. 44. Appl. author: Adolph
Katz. © 1Mar52; KK71145.

Twilight bloom by Coro. (Costume
jewelry) Adv. from Glamour, Mar.
1952, p. 39. Appl. author: Adolph
Katz. © 1Mar52; KK71143.

CORTNEY (EILEEN) COMPANY.

Aqua Glow, the facial cream wash.
Beauty through the ages. Net
weight 8 oz. Label. © Eileen
Cortney Co., a partnership com-
prising Eileen Cortney Windle,
V. Dewey Windle and Charles Mc-
Manus; 20Oct51; KK71806.

CORZINE, W. G. ©.

Fat's Stop and Go. Your parking
meter was in violation. Pat's
deposited two coins giving you an
additional 24 minutes to shop.
(Light lunches and beverages)
Card. © 6Mar52; KK72154.

COSMICOL COMPANY ©.

Cosmicol shampoo, contains hexa-
chlorophene. A scientifically
formulated dandruff removing
aid ... Contents 8 fl. ozs.
Label. © 14Feb52; KK71717.

COTY, INC. ©.

Another great perfume by Coty.
Emeraude. Adv. Appl. author:
Franklin Bruck Advertising Corp.
© 21Jan52; KK69920.

Another great perfume by Coty.
L'Almant. (Toiletries) Adv.
Appl. author: Franklin Bruck
Advertising Corp. © 28Jan52;
KK70047.

Another great perfume by Coty. Paris.
(Toiletries) Adv. from the Music
box. Appl. author: Franklin Bruck
Advertising Corp. © 11Feb52;
KK70603.

Another great perfume by Coty:
Styx. Adv. Appl. author: Franklin
Bruck Advertising Corp. © 18Feb52;
KK70838.

Dress yourself in fragrance. For a
limited time, Coty give you a gen-
erous trial size of Sachet, at no
extra cost, with toilet water.
Adv. from Ladies' home journal, June
1952, p. 113. Appl. author:
Franklin Bruck Advertising Corpo-
ration. © 2Jun52; KK74029.

Now every woman can wear make-up
beautifully, naturally. Coty Instant
Beauty liquid tinted base. (Toi-
letries) Adv. Appl. author:
Franklin Bruck Advertising Corp.
© 23Mar52; KK72925.

L'Origan, another great perfume by
Coty. Adv. from the Playbill, week
of Feb. 4, 1952, p. 8. Appl. au-
thor: Franklin Bruck Advertising
Corp. © 4Feb52; KK70228.

There's love in the air! Time for
Muguet des Bois. Coty. (Toiletries)
Adv. from Ladies' home journal,
May, 1952, p. 75. Appl. author:
Franklin Bruck Advertising Corp.
© 28Apr52; KK72792.

There's love in the air. Time for
Muguet des Bois by Coty. (Cosme-
tics) Adv. Appl. author: Franklin
Bruck Advertising Corporation.
© 30Apr52; KK73058.

COUNTRY CLUB SODA COMPANY, INC. ©.

Cocoa cream, choice blend soda.
Full quart. (Non-alcoholic beverage)
Label. © 14May52; KK74286.

Golden ginger ale. Full quart.
(Non-alcoholic beverage) Label.
© 14May52; KK74287.

Lemon-lime, real tangy soda. Full
quart. (Non-alcoholic beverage)
Label. © 14May52; KK74285.

COVERITE COMPANY.

A handy, self-adjustable cover to
fit all sizes of men's and ladies'
luggage. Luggage Sock. Sheet.
© David Rubens and George J.
Rubens, d.b.a. Coverite Co;
13Feb52; KK71657.

COWAN, STEWART.

Compare futurized Raytheon TV.
KK72315 ... SEE Belmont Radio Cor-
poration.

Futurized Raytheon TV. Get all new
TV stations planned for years ahead.
KK72779. SEE Belmont Radio Corpo-
ration.

Futurized Raytheon TV, the Commander,
M-1726. KK73417. SEE Belmont
Radio Corporation.

Now get all 3 with futurized Raytheon
TV. KK71216 ... SEE Belmont Radio
Corporation.

COWLES, EDWIN.

Cowles technical bulletin no. 9.
KK70881. SEE Cowles Company, inc.

Cowles technical bulletin no. 11.
KK74848. SEE Cowles Company, inc.

COWLES COMPANY, INC.

Cowles technical bulletin no. 9.
The Cowles selective defiberizer.
(Paper refining equipment) Sheet.
Appl. author: Edwin Cowles. © The
Cowles Co., inc; 1Feb52; KK70881.

Cowles technical bulletin no. 11.
The Beatapulper; an argument and
conclusion, by H. D. Cook. (Paper
refining equipment) Sheet. Appl.
author: Edwin Cowles. © The Cowles
Co., inc.; 13Jun52; KK74848.

CRAFTOOL COMPANY ©.

American made saddles, hand carved
by Reeves Buttner. (Leather
carving tools) Sheet. (Doodle
page of the month, p. 6, series
3) © 10Mar52; KK71227.

Doodle page of the month. Craftool.
(Leather carving tools) Sheet.

Page 3, series 3. Signed: Al
Stohlman. © 10Dec51; KK68743.

Page 4, series 3. Carving cby:
Al Shelton. © 10Dec51; KK68742.

Page 8, series 3. Signed: Ken
Griffin. © 31May52; KK74167.

Page 9, series 2. Handcarved by
Reeves Buttner. © 1Jun51;
KK68745.

Page 10, series 2. Signed: Al
Stohlman. © 16Jul51; KK68744.

Page 10, series 2. Signed Al
Stohlman. © 1May52; KK73538.

Doodle page of the month. (Sterling
inlaid silverplate) Sheet.

No. 5, ser. 3. Appl. author: Al
Stohlman. © 11Feb52; KK70458.

Hand made chrome plated steel
saddle stamps. (Price list)
Sheet. Appl. author: R. H.
McGahan. © 15Dec51; KK70907.

Lucky 7 kit. Foto carve patterns
and instructions. (Leather carving
tools) 32 p. Appl. author: Richard
H. McGahan. © 30Nov51; KK69984.

CRAMER-KRASSETT COMPANY.

Faster, cleaner moldboard plowing with
the Lantz Kutter Kolter. KK71812.
SEE Lantz Manufacturing Company, inc..

CRANDALL, C. LESLIE.

Pitchin' pal. KK72228. SEE Cadaco-
Ellis.

CREAMLAND DAIRIES, INC. ©.

Creamland farm fresh butter. Churned
from selected pasteurized cream.
Contents: 1 lb. net. Label. Appl.
author: Rolf Wiprud. © 1May52;
KK74828.

Creamland flavorful chocolate ice
cream. Contents: 1 qt. liquid.
Label. Appl. author: Rolf Wiprud.
© 25Apr52; KK74826.

Creamland flavorful strawberry ice
cream. Contents: 1 qt. liquid.
Label. Appl. author: Rolf Wiprud.
© 25Apr52; KK74827.

CREAMLAND DAIRIES, INC. ©. Cont'd.

Creamland flavorful vanilla ice cream.
Contents: 1 qt. liquid. Label.
Appl. author: Rolf Wiprud.
© 25Apr52; KK74825.

CREDENDING, James V., sole owner
Ad-A-Luster Products Company. SEE
Ad-A-Luster Products Company.**CREECH, THOMAS HARVEY.**

Modernize your home with a prefinished
Bruce hardwood floor. KK72975.
SEE Bruce (E. L.) Company.

CRESCENT COMPANY, INC.

Wiry Joe battery cable. The independ-
ent automotive wire and cable mill.
Label. Appl. author: John M. Sapin-
sley. © The Crescent Co., inc.;
15Apr52; KK72577.

CRESTA BLANCA WINE COMPANY.

For the sheer delight of rare wine,
savour Cresta Blanca's dry Semillon
... Cresta Blanca, consistent win-
ner of major wine awards since
1889. Adv. from Extension, Jan.
1951, p. 28. Appl. author: Joseph
J. Weiner. © Schenley Industries,
inc., also d.b.a. Cresta Blanca
Wine Co.; 15Dec50; KK68740.

CRONIN, RALPH M.

International-Van Kannel new standard
model revolving door entrance.
KK74072. SEE International Steel
Company.

See for yourself. KK70671. SEE
International Steel Company.

CROWELL, ROBERT G. ©.

The telephone way. Let's talk it over
by phone. Your phone takes the man
out of salesman. (Insurance sales)
Sheet. © 27Mar52; KK72198.

CROWLEY, JAMES W.

Making water pay dividends in the
dairy barn and the milk house, pre-
pared with the technical assistance
of James W. Crowley and R. P. Nie-
dermeier. KK69424. SEE Wisconsin
Advertising Service.

CROWN GORK AND SEAL COMPANY, INC. ©.

Cem beverage mixer, model A parts
catalog card; Instruction manual
for machines serial No. 825 and up.
96 p. © 28Apr52; KK73743.

Super Cemco 50 beer filler-drowner
parts catalog for machines serial
no. 1001 and up. 125 p. © 28Apr52;
KK73744.

CROWN ZELLERBACH CORPORATION ©.

Chiffon large facial quality napkins.
Inexpensive luxury for every meal.
40 count 17" x 15". (Paper napkins)
Label. © 10Mar52; KK72651.

CULLIGAN ZEOLITE COMPANY ©.

A cubic inch adds up to an acre of
adsorption. Culligan Silica Gel,
the ideal desiccant for method II
dehydrated packing. Adv. from
Purchasing, Mar. 1952, p. 330.
Appl. author: Alex T. Franz, jr.
© 1Mar52; KK74402.

Cul prices reduced. Here's a plain
... reason why you should use won-
derful all-purpose Cul soap in your
home. Big news about ... Cul and
Culligan soft water service. Card.
Appl. author: Alex T. Franz, Jr.
© 7Dec51; KK68756.

Culligan desiccants, ideal for method
II dehydrated packaging. Adv. from
Packaging parade, June 1952, p. 38.
Appl. author: Alex T. Franz.
© 1Jun52; KK74393.

Culligan soft water service.
Folder. Appl. author: Alex T.
Franz, Jr. © 7Feb52; KK70661.

The greatest washing and cleaning
team ever offered: Cul and Culligan
Soft Water service. Cul is made for
your Soft Water. Card. Appl. au-
thor: Alex T. Franz, Jr. © 2Apr52;
KK73004.

The greatest washing and cleaning
team ever offered: Cul and Culligan
Soft Water service. Cul washes,
cleans, deodorizes. Card. Appl.
author: Alex T. Franz, Jr.
© 2Apr52; KK73005.

Let your mirror tell you filtered
soft water is kind to your complex-
ion. Culligan soft water service.
Adv. from Today's health, Mar. 1952,
p. 54. Appl. author: Alex T.
Franz, Jr. © 1Mar52; KK71746.

The mark of modern living. Culligan
soft water service. Adv. from
House and garden's book of building,
1952, p. 184. Appl. author: Alex
T. Franz, Jr. © 7Mar52; KK71744.

The mark of modern living. Culligan
soft water service. Adv. from
Good housekeeping, May 1952, p. 216.
Appl. author: Alex T. Franz, Jr.
© 20Apr52; KK74394.

New time-saving, work-saving features.
New streamlined rocket design. New
long-lasting, thrifty operation.
The dramatic new Cul-matic water
softener with push-button control.
Folder. Appl. author: Alex T.
Franz, Jr. © 3Jan52; KK69433.

Now the benefits of Culligan soft
water service are available to
commercial and industrial establish-
ments with the revolutionary
Culligan commercial-service header.
Folder. Appl. author: Alex T.
Franz, Jr. © 1Feb52; KK70664.

100 good reasons for using soft
water. Culligan soft water service.
Folder. Appl. author: Alex T.
Franz, Jr. © 7Feb52; KK70662.

700,000 friendly hellos. Culligan
soft water service. Folder.
Appl. author: Alex T. Franz, Jr.
© 7Feb52; KK70663.

This spring Culligan presents Command
performance, featuring Culligan
soft water service. (Soft water
service and washing and cleaning
compound) 11 p. Appl. author:
Alex T. Franz, Jr. © 7Feb52;
KK70665.

CUMMINS-CHICAGO CORPORATION ©.

Now! One saw makes every cut in
every house Magic Pivot. (Power
tools) Adv. from Practical builder,
Feb. 1952, p. 157. Appl. author:
Harold Slingerland. © 1Feb52;
KK70077.

Now, one saw makes every cut in
2 in. dressed lumber. Magic Pivot
Maxaw 70. (Hand power tools)
Adv. from Contractors and engineers
monthly, Feb. 1952, p. 74. Appl.
author: Harold Slingerland.
© 1Feb52; KK71380.

Your hardest farm chores now easier-
faster. Magic Pivot makes every
cut ... Cummins 700. (Portable
power tools) Adv. from Successful
farming, Mar. 1952, p. 142. Appl.
author: Harold Slingerland.
© 1Mar52; KK71331.

CUNNINGHAM, JAMES T.

Eleven distinctive ways. KK70940.
SEE Yellowstone, inc.

The making of sour mash whiskey.
KK70939. SEE Yellowstone, inc.

CUNNINGHAM AND WALSH, INC.

All over America smokers are changing
to Chesterfield. KK68859 ... SEE
Liggett and Myers Tobacco Company.

All over America smokers sound off
for Chesterfield. KK68758 ... SEE
Liggett and Myers Tobacco Company.

And here's your fortune in one line:
Holmes & Edwards sterling inlaid
silverplate. You will show the love-
liest patterns of all. KK69533.
SEE International Silver Company.

Ask your dealer for Chesterfield ...
KK73435. SEE Liggett and Myers
Tobacco Company.

Cards on the table. KK73254. SEE
Liggett and Myers Tobacco Company.

Chesterfield, largest selling ciga-
rette in America's colleges.
KK68759 ... SEE Liggett and Myers
Tobacco Company.

Chesterfield sounds off for baseball.
KK72415. SEE Liggett and Myers
Tobacco Company.

Compare Fatima with any other king-
size cigarette. KK71550. SEE
Liggett and Myers Tobacco Company.

Compare, then decide. KK72062. SEE
International Silver Company.

The curtain's up. Chesterfield first
cigarette to name all its ingredi-
ents. KK73973. SEE Liggett and
Myers Tobacco Company.

Dean Martin and Jerry Lewis sound
off for Chesterfield. KK69726.
SEE Liggett and Myers Tobacco
Company.

For you Chesterfield mobilized the
greatest array of resources and
advertising power in cigarette
history ... KK72904. SEE
Liggett and Myers Tobacco Company.

4 reasons why we believe that Romance
is the finest new pattern ever made.
KK73567. SEE International Silver
Company.

From experience comes faith.
KK71187 ... SEE Squibb (E. R.) and
Sons, inc.

The Holmes and Edwards collection.
KK72520. SEE International Silver
Company.

The Holmes & Edwards collection of
Sterling inlaid silverplate.
KK74316. SEE International Sil-
ver Company.

Holmes & Edwards does it again with
Romance. KK74319. SEE Internation-
al Silver Company.

I design Quality gowns for those who
can afford them. KK68858. SEE
Liggett and Myers Tobacco Company.

I look for real quality. KK71085.
SEE Liggett and Myers Tobacco
Company.

I switched to Fatima because they
are extra-mild with a really
different, better flavor and aroma.
KK70141. SEE Liggett and Myers
Tobacco Company.

I try to get quality in my work and I
demand it in my cigarette. Jon Whit-
comb. Fatima cigarettes. KK69519.
SEE Liggett and Myers Tobacco Com-
pany.

Let this Chesterfield salesman ring
up sales on your cash register.
KK71561. SEE Liggett and Myers
Tobacco Company.

Look as young as you say you are.
KK70224 ... SEE Lenthéric, inc.

The mask is off in cigarette adver-
tising. KK73817. SEE Liggett and
Myers Tobacco Company.

Maxine Sullivan sounds off for
Chesterfield. KK69724. SEE
Liggett and Myers Tobacco Company.

More smokers everywhere sound off
for Chesterfield. At the opera.
KK71786. SEE Liggett and Myers
Tobacco Company.

CUNNINGHAM AND WALSH, INC. Cont'd.

- New romance. KK74113. SEE International Silver Company.
- New Romance, a new pattern in the Holmes & Edwards collection. KK71893. SEE International Silver Company.
- N. Y. Giants National League champion outfielders. KK71560. SEE Liggett and Myers Tobacco Company.
- Only Holmes & Edwards gives you the Betsy McCall and Jimmy Weeks sets. KK73936. SEE International Silver Company.
- The pattern makes the sale. KK74317 ... SEE International Silver Company.
- Progressive Club votes Chesterfield favorite cigarette. Mrs. Annie E. Daniels. KK68872. SEE Liggett and Myers Tobacco Company.
- Romance: a brilliant new pattern in the Holmes & Edwards collection. KK70864. SEE International Silver Company.
- Sal Maglie says: I smoke the one that tells me what it's made of. KK74136. SEE Liggett and Myers Tobacco Company.
- Tips on travel by Bradley Weston. KK72217 ... SEE American Export Lines, inc.
- 2 Christmas jingles from Holmes & Edwards sterling inlaid silverplate. KK68958. SEE International Silver Company.
- What is Holmes & Edwards collection? KK70459. SEE International Silver.

CURPHEY, G. DON.

- Home cool home with Clear-View air conditioning deluxe. KK72002. SEE Taylor (V. L.) and Company.

CURTS, Lloyd M., d.b.a. Curts-Folse Laboratories. SEE Curts-Folse Laboratories.

CURTS-FOLSE LABORATORIES.

- Price list. January 1952 catalog. (Veterinary pharmaceuticals, instruments, and biologicals) 32 p. © Lloyd M. Curts, d.b.a. Curts-Folse Laboratories; 5Mar52; KK71142.

CUTHBERTSON, J. THEODORE.

- Manufacturers of ecclesiastical vestments. KK71444. SEE Cuthbertson (J. Theodore) inc.

CUTHBERTSON (J. THEODORE) INC. ©.

- Manufacturers of ecclesiastical vestments. Pamphlet. Appl. author: J. Theodore Cuthbertson. © 5Nov51; KK71444.

CYMA WATCH COMPANY, INC. ©.

- Cyma the advanced automatic self-winding watch. Most amazing miniature power plant ever produced. Adv. from Life magazine, May 19, 1952, p. 127. Appl. author: Irving Berk Company, inc. © 19May52; KK73883.

- Cyma, the advanced automatic self-winding watch. Most amazing miniature power plant ever produced. Adv. from the New York times magazine, Apr. 27, 1952, p. 4. Appl. author: Irving Berk Company, inc. © 27Apr52; KK72807.

CZUFIN, LOUIS FRANCIS.

- Dial-A-Pest. KK69767. SEE California Spray-Chemical Corporation.

CZUFIN, LOUIS FRANCIS.

- Dial-A-Pest. KK69767. SEE California Spray-Chemical Corporation.

D

D. E. P. SALES COMPANY ©.

- Build them yourself. (Wood kitchen cabinets) Folder. © Daniel Ernest Parsons, d.b.a. D. E. P. Sales Co.; 15Jan52; KK74243.

D. S. AND D. MOTORS ©.

- Service warranty, issued to —. D. S. & D. Motors, Dodge-Plymouth direct factory dealers. (Cars) Folder. Appl. author: Stanley L. Cahn. © 15Jan52; KK69531.

D. S. S. BROILERS.

- Fresh frozen, tastily breaded and thoroughly cleaned Froz-N-Fry. (Frozen cut-up chicken) Label. © Stanley W. Anstedt, Ruby D. Anstedt & Margaret M. Spratley, d.b.a. D. S. S. Broilers; 5Feb52; KK72753.

D-CON COMPANY, INC. ©.

- Destroys roaches and ants. Also waterbugs and silverfish. d-Con Roach-Prufe. (Insecticide) Label. Appl. author: Gerald Rissman. © 3Mar52; KK70935.
- Destroys wastel D-Con Rid-X. Safe, easy to use. Net weight one pound. (Deodorizer) Label. Appl. author: Bernard Hoffman. © The D-Con Co., inc.; 14Feb52; KK72259.

DAIGNEAU, CLARENCE P.

- An open letter to those who select table and kitchen ware for institutions. KK71667. SEE Tupper Corporation.

- The penalty of leadership. KK71666. SEE Tupper Corporation.

- Tupper seals. KK70336. SEE Tupper Corporation.

- Tupperware all-in-one. KK70345. SEE Tupper Corporation.

- Tupperware bell funnel. KK70342. SEE Tupper Corporation.

- Tupperware bread server. KK70332. SEE Tupper Corporation.

- Tupperware butter dish. KK70346. SEE Tupper Corporation.

- Tupperware canister set. KK70343. SEE Tupper Corporation.

- Tupperware covered sugar and creamer. KK70337. SEE Tupper Corporation.

- Tupperware cups and saucers. KK70338. SEE Tupper Corporation.

- Tupperware 50 oz. canister, 36 oz. canister. KK70341. SEE Tupper Corporation.

- Tupperware 9" plates. KK70335. SEE Tupper Corporation.

- Tupperware party bowl. KK70334. SEE Tupper Corporation.

- Tupperware refrigerator bowls. KK70331. SEE Tupper Corporation.

- Tupperware tumblers. KK70344. SEE Tupper Corporation.

- Tupperware 20 oz. canister. KK70333. SEE Tupper Corporation.

- Tupperware Vacu-Mixer. KK70339. SEE Tupper Corporation.

- Tupperware wonder bowls. KK70340. SEE Tupper Corporation.

DAIRY QUEEN NATIONAL TRADE ASSOCIATION INC. ©.

- Dairy Queen cones, sundaes, malts ... Only genuine Dairy Queen has that fresh frozen goodness ... (whole milk, sweet cream and frozen food) Label. Appl. author: Kenneth Warren. © 1May52; KK73851.

DAIRYMEN'S LEAGUE COOPERATIVE ASSOCIATION, INC. ©.

- Dairylea cultured buttermilk. One quart liquid. Label. © 1Apr51; KK73040.

- Dairylea grade A pasteurized milk. One quart liquid. Label. © 1Apr51; KK73044.

- Dairylea Green Spot orangeade. One quart liquid. Label. © 6Apr51; KK73034.

- Dairylea homogenized vitamin D soft curd milk. One quart liquid. Label. © 1Apr51; KK73043.

- Dairylea Oh Boy chocolate milk. One quart liquid. Label. © 1Apr51; KK73042.

- Dairylea pasteurized chocolate milk. One quart liquid. Label. © 6Apr51; KK73038.

- Dairylea pasteurized creamed butter milk. One quart liquid. Label. © 6Apr51; KK73037.

- Dairylea pasteurized heavy cream. Half pint liquid. Label. © 6Apr51; KK73036.

- Dairylea pasteurized homogenized Golden Guernsey milk. One quart liquid. Label. © 6Apr51; KK73033.

- Dairylea pasteurized homogenized milk. One quart liquid. Label. © 6Apr51; KK73039.

- Dairylea pasteurized homogenized milk. Third quart liquid. Label. © 1Apr51; KK73041.

- Dairylea pasteurized light cream. Half pint liquid. Label. © 6Apr51; KK73035.

- Dairylea richer and creamier ice cream. One half gallon liquid. Label. © 17Sep51; KK71286.

- DALLAS (CHARLES) RESEARCH COMPANY, INC. Just the baby to beat your figures! Playtex Drypers. KK73523. SEE International Latex Corporation.

DALLAS MANUFACTURING AND SALES COMPANY ©.

- Guard-A brand rubber products. 1952-53 catalog. Folder. Appl. author: Chester Elisha Sherman. © 24Jan52; KK71091.

- Guard-A camelback and repair materials. (Rubber products) Sheet. Appl. author: Chester Elisha Sherman. © 16Jan52; KK71096.

DANCER-FITZGERALD-SAMPLE, INC.

- At last, an all-in-one puppy food. Barx. Really complete, all nutritional needs in one puppy food. KK69550. SEE Consolidated Products Company.

- Breath-size Nullo Junior cleans your breath anytime, anywhere ... KK68730. SEE De Pree Company.

- Buttermilk farm develops new semi-solid products to simplify feeding. KK70096. SEE Consolidated Products Company.

- Corn or no corn, here's how you can feed your hogs out at a good profit! Feed Semi-Solid pig emulsion. KK74906. SEE Consolidated Products Company.

- Don't let a hard winter rob your spring pig crop. Semi-Solid sow emulsion ... KK69027. SEE Consolidated Products Company.

- The earlier they lay, the more they pay! KK69730 ... SEE Consolidated Products Company.

- Eastern poultrymen tell how semi-solid E Emulsion helps. KK71005. SEE Consolidated Products Company.

- Everytime you feed Pex you feed for profit. KK69729. SEE Consolidated Products Company.

- Give your calves a good start with Kaff-A. KK69654. SEE Consolidated Products Company.

- Golden eggs by Shorty Funk. KK71946 ... SEE Consolidated Products Company.

DANCER-FITZGERALD-SAMPLE, INC. Cont'd.

Have you tried it? The new replacement for sows' milk, Sparx for baby pigs animal feed. KK68993. SEE Consolidated Products Company.

Keep 'em eating. KK71001. SEE Consolidated Products Company.

Newest poultry development. KK70095 ... SEE Consolidated Products Company.

Now it's here, the replacement for sows milk ... KK73231. SEE Consolidated Products Company.

Now, the replacement for sow's milk that's practical for farm use. KK73444. SEE Consolidated Products Company.

Nuggets from 40 golden acres, by Roscoe Pollitt. KK68774 ... SEE Consolidated Products Company.

When trouble strikes your flock. KK73172. SEE Consolidated Products Company.

You can profitably market 1,000 hogs a year. KK71992. SEE Consolidated Products Company.

DANOWITZ, JACK.

Brings Florida glamour to you. KK71557. SEE Florida Fashions, inc.

Excitingly beautiful summer 1952 styles. KK73237. SEE Florida Fashions.

\$5? You'll agree that the styles belong at this price. Yes, you'll agree it's amazing to get so much beauty for only 2.77 each. KK69343. SEE Florida Fashions, inc.

Florida Fashions 45 best buys for Easter. KK70828. SEE Florida Fashions, inc.

Golden Luxury. Florida Fashions. Be first with the new gold look. KK68769. SEE Florida Fashions, inc.

New styles for spring, 1952, Florida Fashions. KK69161. SEE Florida Fashions, inc.

Yes, it's true. You get more for your money. KK71479. SEE Florida Fashions, inc.

DANT DISTILLERY COMPANY.

Five years old Olde Bourbon brand Kentucky straight bourbon whiskey. Label. Appl. author: Abraham Stern. © The Dant Distillery Co.; 19Mar52; KK72004.

Four years old Olde Bourbon brand Kentucky straight bourbon whiskey. Label. Appl. author: Abraham Stern. © The Dant Distillery Co.; 1Apr52; KK72003.

DANVERS SHOE COMPANY, INC. ©.

Chico. Genuine hand laced. (Shoes and slippers) Label. © 6Mar52; KK71737.

Chico-Boos for busy little feet. (Shoes and slippers) Label. © Danvers Shoe Co., inc. (in notice: Danvers Shoe Co.); 29Apr52; KK73698.

Chico Boos. Hand laced genuine moccasin. (Shoes and slippers) Label. © Danvers Shoe Co., inc. (in notice: Danvers Shoe Co.); 29Apr52; KK73699.

The Chico line. If it says Chico, it is genuine. (Shoes and slippers) Label. © 10Mar52 (in notice: 1950); KK71851.

DAPRATO STATUARY COMPANY ©.

Daprato art bulletin no. 223. (Works of art) Folder. Appl. author: Paul Rigali. © 15Dec51; KK70170.

D'ARCY ADVERTISING COMPANY.

According to Plautus, it is wretched business to be digging a well ... KK73090. SEE Coca-Cola Company.

Be prepared, be refreshed. KK72400. SEE Coca-Cola Company.

Cash for your empty Coke bottles. KK72396. SEE Coca-Cola Company.

Coke follows thirst everywhere. KK71733. SEE Coca-Cola Company.

Cut yourself a slice of extra profit. KK73113. SEE Coca-Cola Company.

Dispenser is a 9 letter word that means profit to you. KK73115. SEE Coca-Cola Company.

For February. Your salesmen in print to help your salesmen in uniform. KK72398. SEE Coca-Cola Company.

For you. KK70822. SEE Coca-Cola Company.

From Eliza Cook. KK69659. SEE Coca-Cola Company.

Gone for a Coke. KK73120. SEE Coca-Cola Company.

Good with so many good things. KK69914. SEE Coca-Cola Company.

Gustatory note. KK73091. SEE Coca-Cola Company.

He had no wish but to be glad, nor want but when he thirsted. KK73089. SEE Coca-Cola Company.

Here are three ideas to help you make more money. KK71732. SEE Coca-Cola Company.

Here's how you can increase your profit per square foot on Coca-Cola. KK73119. SEE Coca-Cola Company.

Here's refreshment, real refreshment. KK73118. SEE Coca-Cola Company.

Hospitality can be so easy. KK72401. SEE Coca-Cola Company.

It's a cold fact. KK72821. SEE Glenmore Distilleries Company.

It's a profit machine on your soda fountain ... KK73116. SEE Coca-Cola Company.

It's what folks want. KK73511. SEE Coca-Cola Company.

January advertising tells your customers what they want is a Coke. KK72399. SEE Coca-Cola Company.

Keep the empties coming, please. KK72395. SEE Coca-Cola Company.

Mister, it's a pleasure. KK71728. SEE Coca-Cola Company.

Now it's my time. Drink Coca-Cola. KK69089. SEE Coca-Cola Company.

Now, it's play refreshed with the gay Tyrolese. KK73114. SEE Coca-Cola Company.

Old Thompson brand. The triple A blend. KK72819 ... SEE Glenmore Distilleries Company.

On the world's sixth continent, Australians welcome Coca-Cola. KK71731. SEE Coca-Cola Company.

Phaedrus philosophized. KK73092. SEE Coca-Cola Company.

Pleasure, the sov'reign bliss of humankind. KK73093. SEE Coca-Cola Company.

Quality you can trust. KK71729 ... SEE Coca-Cola Company.

Salesmen in print for March. KK72397. SEE Coca-Cola Company.

Shakespeare scribed. KK73088. SEE Coca-Cola Company.

There's nothing like giving folks what they want. KK71730. SEE Coca-Cola Company.

There the hermit slaked my burning thirst. KK69661. SEE Coca-Cola Company.

TV tonight! KK69660. SEE Coca-Cola Company.

This is the year for gifts of good cheer. KK70687. SEE Glenmore Distilleries Company, inc.

Time has proved. KK70686. SEE Glenmore Distilleries Company, inc.

Wanted! Coke bottles! KK69658. SEE Coca-Cola Company.

We say delicious. KK73117. SEE Coca-Cola Company.

What I want is a Coke. KK70123. SEE Coca-Cola Company.

What you want is a coke. KK72411. SEE Coca-Cola Company.

Wordsworth versed. KK73094. SEE Coca-Cola Company.

DARE PRODUCTS, INC. ©.

Outboard motor shear pin chart, 1952. This full size chart gives a ready visual guide as to pin number, size and material. (Shear pins) Sheets. Appl. author: Robert M. Wilson. © 14Apr52; KK72417.

DART, Edward W. and Mary Louise Dart, d.b.a. Louise Dart's Food Specialties. SEE Dart's (Louise) Food Specialties.

DART, Mary Louise and Edward W. Dart, d.b.a. Louise Dart's Food Specialties. SEE Dart's (Louise) Food Specialties.

DART'S (LOUISE) FOOD SPECIALTIES.

Katerettes. (Patty shells) Label. Appl. author: Mary Louise Dart. © Louise Dart's Food Specialties, a firm consisting of Mary Louise Dart & Edward W. Dart; 19Jun50; KK70715.

DATES LAUNDRY SERVICE, INC. ©.

Dates Val-U-Bag. All the white flat work you can stuff into this bag ... (Laundry service) Container. Appl. author: Lester W. Miller. © 31Oct51; KK69000.

DAURENSPECK, ALVAN CHAUNCEY ©.

My 5 star money maker. Start small, grow big with your own salable product. Paragon household products. (All purpose cleaner) Sheet. © 28Feb52; KK71646.

DAVIDSON, BOB.

Alice Love brand product of the northwest since 1919. KK72691. SEE Alice Love Products Company.

DAVIDSON, CLARENCE M.

We Davidsons' bet you can't guess! Name the price - what's our price - the low price of our electric refrigerator ... KK73298. SEE Davidson and Company, inc.

DAVIDSON AND COMPANY, INC. ©.

We cDavidsons' bet you can't guess! Name the price - what's our price - the low price of our electric refrigerator ... Sheet. Appl. author: Clarence M. Davidson. © 6May52; KK73298.

DAVIS, ALVIN F.

Weldesign, design for, by, and with welding. KK69175. SEE Lincoln Electric Company.

DAVIS, Bruce Perkins and Milferne

Davis, d.b.a. Knotty Pine Food Products. SEE Knotty Pine Food Products.

DAVIS, H. L.

Just press thumb lightly. KK71269. SEE Dryco Corporation.

Sell it to every plant. KK71973. SEE Dryco Corporation.

Thumb-operated DrycoMatic. KK71270. SEE Dryco Corporation.

DAVIS, H. L. Cont'd.

Wherever there's a spotting board ... there's a prospect for a Dryco. KK72453. SEE Dryco Corporation.

DAVIS, HOYT ©.

Krispy-Dogs, the hot dog on a stick. (Prepared mix for cooking hot dogs) Label. © 15Sep51; KK69097.

DAVIS, J. Cowell.

Look on the next two pages. KK72634. SEE Whittier Publishing Company.

DAVIS, Milferne and Bruce Perkins

Davis, d.b.a. Knotty Pine Food Products. SEE Knotty Pine Food Products.

DAVIS, RICHARD L.

The perlite torch. KK72931 ... SEE Perlite Institute.

DAVIS, STUART WILLIAMS.

Peach blossom cleansing cream. KK74570. SEE Chalet Originals.

DAVIS, WILLIAM R.

Now the new non-channeling repack filter. KK74653. SEE Duluth Filter Company.

DAVIS PLYWOOD CORPORATION.

Mity Ply coming soon. The big brother of Dave S. Ply. Watch for details. (Plywood) Folder. © The Davis Plywood Corp.; 26Feb52; KK71652.

DAVIS SPECIALTIES, INC. ©.

The best costs no more. Davis fabric-renewing press plates. Adv. Appl. author: D. A. Freeman. © 29Dec51 (in notice: 1952); KK71972.

Davis fabric-renewing press plates for an extra sale on every call you make. Adv. Appl. author: D. A. Freeman. © 21Feb52; KK71608.

Extra features that make extra sales found only in Davis-Uniflex hose. Adv. Appl. author: D. A. Freeman. © 24Jan52; KK72873.

How to make sure of greatest production and utmost profit from every press. Uniflex leak-proof hose. Folder. Appl. author: D. A. Freeman. © 24Jan52; KK72874.

There's a lot of new business in replacing old press plates with Davis Fabric-renewing press plates. Davis-Uniflex flexible hose. Adv. Appl. author: D. A. Freeman. © 29Mar52; KK73139.

The world's finest pressing surface! Restore newness to all garments ... Fabric-renewing Davis press plates. Adv. Appl. author: D. A. Freeman. © 1Nov51; KK72791.

DAWSON'S BREWERY, INC. ©.

Be bright, stay light. Dawson's now contains less calories. (Ale) Adv. from Bangor daily news, May 8, 1952, p. 22. Appl. author: Oscar Bresnick. © 8May52; KK73314.

Stay slim, keep trim. Dawson's contains less calories. Dawson's extra dry ale. Adv. from Boston post, Apr. 1, 1952, p. 19. Appl. author: Oscar Bresnick. © 1Apr52; KK71903.

Stay slim, keep trim. Dawson's contains less calories. Dawson's extra dry lager beer. Adv. from Boston post, Apr. 15, 1952, p. 18. Appl. author: Oscar Bresnick. © 15Apr52; KK72374.

DAY-BRITE LIGHTING, INC. ©.

Double face top or end mounted exit signs. (Fluorescent lighting fixtures) Sheet. Appl. author: Day-

Brite Lighting, inc., employer for hire of L. J. Rozier. © 1May52; KK73649.

Low-brightness hinged troffers flange and snap-in type for two and three 75-watt slimline lamps ... (Fluorescent lighting fixtures) Sheet. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 1May52; KK73644.

Low-brightness Plexoline-2 for two 75-watt slimline lamps ... (Fluorescent lighting fixtures) Sheet. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 1May52; KK73643.

Mobilex, a new flexible recessed lighting system. (Fluorescent lighting fixtures) Folder. Appl. author: Day-Brite Lighting, inc., employer for hire of Earl M. Picker. © 1May52; KK74100.

One-row 40-watt fluorescent strip. (Fluorescent lighting fixtures) Sheet. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 1May52; KK73645.

PBM for sealed-in efficiency. Enclosed luminous indirect luminaires. (Fluorescent lighting fixtures) Folder. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 4Mar52; KK71472.

Recessed exit signs. (Fluorescent lighting fixtures) Sheet. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 1May52; KK73647.

Single face surface mounted exit signs. (Fluorescent lighting fixtures) Sheet. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 1May52; KK73648.

Triangular exit signs. (Fluorescent lighting fixtures) Sheet. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 1May52; KK73650.

Two-row 40-watt fluorescent strip. (Fluorescent lighting fixtures) Sheet. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 1May52; KK73646.

Utility lighting fixtures for one and two fluorescent lamps 20 and 40-watt size. Sheet. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 1May52; KK73651.

DAYTON RUBBER COMPANY.

Beauty and the box. (Printing rollers) Adv. from Boxboard containers, Apr. 1952, p. 52. © The Dayton Rubber Co.; 25Mar52; KK74742.

Dayton Cog-Belts bend better, are better. (V-Belts) Adv. from Machine design, Mar. 1952, p. 90-91. © The Dayton Rubber Co.; 7Mar52; KK74738.

The Dayton "Twins" solve any V-Belt problem. V-Belts by Dayton Rubber. Adv. from Machine design, Apr. 1952, p. 241. © The Dayton Rubber Co.; © 7Apr52; KK74739.

Do I need special belts for my fleet? ... Meet the man with the answers. Cog-belts and radiator hose by Dayton Rubber. Adv. from Commercial car journal, Mar. 1952, p. 195. © The Dayton Rubber Co.; 5Mar52; KK74740.

Ever hear about the Pennsylvania cannibals? (Rubber products) Adv. from Time, May 5, 1952, p. 105. © The Dayton Rubber Co.; 2May52; KK74731.

Life saver for life savers. When the sirens start wailing toward a red glare on the skyline, this mobile hospital unit is one of the first to scream through New York's traffic-choked streets. (V-belts) Adv. from Time, Mar. 3, 1952, p. 101. © The Dayton Rubber Co.; 28Feb52; KK73027.

New, easy to sell because it's easy to install. Dayflex radiator hose. Adv. from Jobber topics, Mar. 1952, p. 387. © The Dayton Rubber Co.; 15Mar52; KK74745.

Often it's the box that makes the sale, and Dayco rollers print better boxes. Adv. from Boxboard containers, Mar. 1952, p. 72. © The Dayton Rubber Co.; 25Feb52; KK74730.

Picture of a reliable rig. V-Belts by Dayton Rubber. Adv. from the Oil and gas journal, Feb. 25, 1952, p. 60. © The Dayton Rubber Co.; 25Feb52; KK74728.

Printing of distinction. (Printing rollers) Adv. from Graphic arts monthly, Apr. 1952, p. 51. © The Dayton Rubber Co.; 15Apr52; KK74741.

Printing of distinction. (Printing rollers) Adv. from the Inland Printer, Mar. 1952, p. 19. © The Dayton Rubber Co.; 10Mar52; KK74735.

Printing of distinction. (Printing rollers) Adv. from the Inland printer, Apr. 1952, p. 30. © The Dayton Rubber Co.; 10Apr52; KK74734.

Remember the good old days when only torpedoes warned of danger. Railroad V-Belts by Dayton Rubber. Adv. from Railway mechanical and electrical engineer, Mar. 1952, p. 4 of cover. © The Dayton Rubber Co.; 3Mar52; KK74737.

Remember the good old days, when sauce was seasoned with soot. Railroad V-Belts by Dayton Rubber. Adv. from Railway mechanical and electrical engineer, Apr. 1952, p. 4 of cover. © The Dayton Rubber Co.; 3Apr52; KK74736.

See how color sells when printed with Dayco newspaper rollers. (Printing rollers) Adv. from Printing equipment engineer, Apr. 1952, p. 16. © The Dayton Rubber Co.; 15Apr52; KK74743.

Smart move in the oil field. V-Belts by Dayton Rubber. Adv. from the Oil and gas journal, Mar. 24, 1952, p. 40-41. © The Dayton Rubber Co.; 24Mar52; KK74729.

Smart move in the oil field. V-Belts by Dayton Rubber. Adv. from the Oil and gas journal, Apr. 28, 1952, p. 21. © The Dayton Rubber Co.; 28Apr52; KK74727.

There is only one Dayton Koolfoam pillow. You can feel the difference. Adv. from Life, Nov. 12, 1951, p. 11. © The Dayton Rubber Co.; 9Nov51; KK73030.

Vital to our business. What does a jobber who specializes in power transmission think of Dayton V-Belts? Adv. from Industrial distribution, Apr. 1952, p. 153. © The Dayton Rubber Co.; 25Mar52; KK73029.

DAYTON RUBBER COMPANY. Cont'd.

We are mighty happy to be a Dayton distributor ... V-Belts by Dayton Rubber. Adv. from Industrial distribution, Mar. 1952, p. 197. © The Dayton Rubber Co.; 25Feb52; KK74732.

We decided on Dayton V-Belts for a number of reasons. V-Belts by Dayton Rubber. Adv. from Industrial distribution, May 1952, p. 30-31. © The Dayton Rubber Co.; 25Apr52; KK74733.

Who's the "hero" in the Dayton story? (Fan belts) Adv. from Jobber topics, Apr. 1952, p. 35. © The Dayton Rubber Co.; 15Apr52; KK74746.

Yes, and more advertising revenue with Dayco newspaper rollers. (Printing rollers) Adv. from Printing equipment engineer, May 1952, p. 8. © The Dayton Rubber Co.; 15May52; KK74744.

You can feel the pleasure this gift will bring. The instant you touch a Dayton Koolfoam pillow, you'll know that no other Christmas gift can carry a promise of such delightful luxury. Adv. from Life, Dec. 3, 1951, p. 124. © The Dayton Rubber Co.; 1Dec51; KK73028.

DAZIAN'S, INC. ©.

Dazian's carnival of color. Parade of costume fabrics and accessories. 27 p. © 15Dec51; KK69766.

DAZOR MANUFACTURING CORPORATION ©.

Dazor fluorescent sewing machine lamp for sewing that's just so, not so-so. Cool, comfortable light, placed just right. Sheet. © 22Jan52; KK69543.

Retail price list. Dazor floating fixtures. Folder. © 3Jan52 (in notice: 1951); KK69770.

D'AZZO, ERROL P.

The D'Azzo loading dock cover. KK71226. SEE Standard Arm Company.

Where performance counts, use the D'Azzo slip-fit adjustable pipe clamp. KK69046. SEE Standard Arm Company.

DEALER SALES BUILDERS COMPANY ©.

Color-visualize your own rooms. (Interior paint) Folder. Appl. author: Foster Lyons Clute. © 25Jul51; KK70445.

DEARBORN MOTORS CORPORATION ©.

Bunk beds for implements. Dearborn farm equipment. Adv. from National 4-H news, Apr. 1952, p. 3. Appl. author: Meldrum and Fewsmith, inc. © 1Apr52; KK72274.

Economy is this plow's middle name. (Dearborn farm equipment) Adv. from the Southern planter, Jan. 1952, p. 12. Appl. author: Meldrum and Fewsmith, inc. © 1Jan52; KK69652.

A Ford tractor is always worth more! (Farm equipment & Ford tractor) Adv. from the National grange monthly, Jan. 1952, p. 4. Appl. author: Meldrum and Fewsmith, inc. © 24Dec51; KK69665.

Get all that Ford means in a tractor at from \$50 to \$500 less than other leading 2-plow tractors. Adv. from Country gentleman, Mar. 1952, p. 90-91. Appl. author: Meldrum and Fewsmith, inc. © 27Feb52; KK71454.

Here's how to make richer pastures with the Ford tractor. (Farm equipment & Ford tractor) Adv.

from Country gentleman, May 1952, p. 78-79. Appl. author: Meldrum and Fewsmith, inc. © 30Apr52; KK74449.

How to use your new spark plug display. Champion. (Farm equipment) Sheet. © 20May52; KK73922.

Industrial loader speeds up loading jobs, makes the most of high priced labor. Dearborn. (Farm equipment) Sheet. © 15Apr52; KK73923.

Lift type Dearborn one way plow plows a strip 4 1/2' wide every trip around the field! Dearborn farm equipment. Sheet. © 22Apr52; KK74888.

Manure spreader makes manure spreading a spare time job! Dearborn farm equipment. Sheet. © 25Apr52; KK73924.

New product announcement, Dearborn economy single bottom plow, Models 10-183 and 10-184. Sheet. © 17Apr52; KK73316.

Say when for a Ford tractor demonstration that can mean a lot to you. It's a Ford, that's for me. Adv. from the Progressive farmer, Jan. 1952, p. 24-25. Appl. author: Meldrum and Fewsmith, inc. © 15Dec51; KK74386.

DEBONAIR LENGTH CHART COMPANY.

Height and length chart. Folder. Appl. author: David Nicholas Iacone. © The Debonair Length Chart Co.; 1May52; KK74682.

DECKER, ROBERT C.

Worm gear speed reducers built to be built into a quality product. KK72786. SEE De Laval Steam Turbine Company.

DECOR LEAVES, INC. ©.

Plastic flowers and foliage made by Decor Leaves, inc., Cleveland, Ohio. Assembled plants, separate leaves ... Sheet. Appl. author: Zoltan I. Poharnok. © 1Nov51; KK68815.

DEEFPREEZE Appliance Division, Motor Products Corporation. SEE Motor Products Corporation. Deepfreeze Appliance Division.

DEERING, MILLIKEN AND COMPANY, INC. ©.

How to use Milium display material. (Metal-insulated lining for garments) Sheet. © 5Feb52; KK73808.

Milium metal-insulated lining for all-weather comfort. [Man and boy] Poster. © 29Feb52; KK73809.

Milium metal-insulated lining for all-weather comfort. [Woman] Label. © 29Feb52; KK73810.

Mr. Manufacturer, make your's Milium. (For women's garments) Folder. © 29Feb52; KK73807.

Mr. Manufacturer, make your's Milium. Milium metal-insulated lining. (For men's garments) Folder. © 29Feb52; KK73806.

Mr. Retailer, make your's Milium. Milium metal-insulated lining. (For men's garments) Folder. © 29Feb52; KK73804.

Mr. Retailer, make your's Milium. Milium metal-insulated lining. (For women's garments) Folder. © 29Feb52; KK73805.

This garment is lined with Milium metal-insulated lining for all-weather comfort and economy. Label. © 24Mar52; KK72890.

This pair rakes in the chips. Milium. (Metal-insulated lining for garments) Adv. from Women's wear daily, May 1, 1952, p. 5. © 1May52; KK74885.

This retailer sold out, but so did this one, at full markup! Milium. (Metal-insulated lining for garments) Adv. from Women's wear daily, May 15, 1952, p. 9. © 15May52; KK74886.

DEGARRO, HAROLD I. ©.

Kar-Kut-Outs. (Automobile) Label. © 31Jan52; KK70363.

DE KOVEN, SAMUEL W.

Buck bunny. KK71365. SEE Sidney-Williams Company.

DE LAVAL STEAM TURBINE COMPANY ©.

Worm gear speed reducers built to be built into a quality product. Folder. Appl. author: Robert C. Decker. © 14Apr52; KK72786.

DELAWARE PUNCH COMPANY OF AMERICA.

The Delaware Punch twin franchise is valuable to you. (Non-carbonated soft drink) Adv. from National bottlers' gazette. Appl. author: Erle Racey & Associates. © The Delaware Punch Company of America; 15Jan52; KK69711.

Which twin has the money maker? Delicious Delaware Punch. (Soft drink) Adv. from National bottlers' gazette, Mar. 1952, p. 60. Appl. author: Erle Racey & Associates. © The Delaware Punch Co. of America; 15Mar52; KK71501.

DELERY, GEORGE V.

American checkers. (Game) Label. © 2Feb52; KK70062.

American checkers. 2, 3, or 4 can play. (Game) Sheet. © 2Feb52; KK70061.

George V. deLery, creator of Fourplay checkers, Pokerchip checkers, now offers for your consideration Bunkhouse checkers. (Game) Sheet. © 24Jan52; KK71724.

George V. deLery, creator of Fourplay checkers, Pokerchip checkers, now offers for your consideration Hopalong checkers. (Game) Sheet. © 25Jan52; KK71725.

George V. deLery presents Pokerchip checkers. 3 or 4 handed. (Game) Sheet. © 25Jan52; KK71726.

DELMAR PRODUCTS COMPANY ©.

Hit a new high with Hidel, the successor to shortening. Adv. from Bakers weekly, Feb. 25, 1952, p. 4-5. Appl. author: The Ralph H. Jones Co. © 25Feb52; KK71008.

DELO, JOSEPH A.

Getting acquainted with steel and Continental. KK73325. SEE Continental Steel Corporation.

DEMARIO, JOSEPH ©.

H gro A your I own R. The best hair grower ever formulated. (Scalp conditioner) Label. © 27Nov51; KK69982.

Hair Treat. KK74173. SEE El Dorado Cosmetic Company.

DENMAN, T. F., d.b.a. Sable Bay Furs. SEE Sable Bay Furs.

DENNEY, FRANCES ©.

Beauty news: exciting cosmetic acts as a face lift. Adv. Appl. author: Catherine Freel. © 20Apr52; KK72688.

DE PAUW, ROBERT C.

A success story. Hunts Drive-in Restaurant. KK71876. SEE De Pauw Studio.

DE PAUW STUDIO ©.

A success story. Hunts Drive-in Restaurant ... increased business substantially during the 1951 season while using the Let's Go cartoon series. (Advertising service) Pamphlet. Appl. author: Robert C. De Pauw. © 10Mar52; KK71876.

DEPPERMAN, OTTO F.

Plumbing, heating, industrials. KK74194. SEE Nelson (N. O.) Company.

DE FREE COMPANY.

Breath-size Nullo Junior cleans your breath anytime, anywhere ... genuine Nullo, the original chlorophyll tablet ... Adv. Appl. author: Dancer-Fitzgerald-Sample, inc. © The De Free Co.; 31Dec51; KK68730.

DERMAL RESEARCH SERVICE BUREAU ©.

Dermal research topics. (Soap) Appl. author: Norman F. Allemeier. Feb. 1952. © 18Feb52; KK70451. Apr. 1952. © 7Apr52; KK72190. June 1952. © 28Jun52; KK74912.

DE SHERBININ, WILLIAM N.

Up, down or sideways pin up lamp. KK71245. SEE De Sherbinin (William N.) Products.

DE SHERBININ (WILLIAM N.) PRODUCTS ©.

Up, down or sideways pin up lamp. Use any size 4" to 8" shades or shields. Label. Appl. author: W. N. de Sherbinin. © 10Apr50; KK71245.

DETROIT-MICHIGAN STOVE COMPANY ©.

Great October value demonstration. Detroit Jewel and Garland automatic gas ranges. Adv. from Woman's home companion, Oct. 1951, p. 177. Appl. author: Zimmer, Keller & Calvert, inc. © 21Sep51; KK69668.

DETROIT STEEL CORPORATION ©.

The cold rolled steel strip you buy from Reliance is cold rolled steel strip in name and in fact. Adv. from Detroit purchaser, Apr. 1952, p. 19. Appl. author: Simons-Michelson Co. © 10Apr52; KK72711. From a torrent to a trickle in less than 30 days. That's what can happen to what has been full capacity steel production unless open hearth scrap piles are built up ... Adv. from Detroit purchaser, Mar. 1952. Appl. author: Simons-Michelson Co. © 10Mar52; KK71860.

Let's make it unanimous. (Steel) Adv. from Detroit purchaser, Dec. 1951, p. 15. Appl. author: Simons-Michelson Company. © 10Dec51; KK68924.

One way ticket to disaster. Every ton, every last pound counts ... turn in scrap now. (Steel) Adv. from Detroit purchaser, Feb. 1952, p. 17. Appl. author: Simons-Michelson Co. © 10Feb52; KK70873.

Steel strip you buy from Reliance is cold rolled on strip mills. Adv. from Detroit purchaser, May 1952, p. 18. Appl. author: Simons-Michelson Co. © 10May52; KK74261.

Sure way to lick a steelmaker's headache. You can help provide relief, turn in Dormant scrap. (Steel) Adv. from Detroit purchaser, Jan. 1952, p. 22. Appl. author: Simons-Michelson Co. © 10Jan52; KK69862.

DEVICE DEVELOPMENT COMPANY ©.

Instructions for Devco Slide-Pen-Cyl, pocket slide rule; writes two colors. 4 p. Appl. author: Arnold Ellison. © 28Dec51; KK69454.

DEVINE'S MILK LABORATORIES ©.

Here's to beauty. (Milk) Booklet. Appl. author: George T. Metcalf Co. © 11Feb52; KK70441.

DEWEES, C. CLIFFORD.

America's most comfortable footwear genuine Ripons - are a family affair. KK73319. SEE Ripon Knitting Works.

And Ripons too. KK72451. SEE Ripon Knitting Works.

DIAMOND CORE DRILL MANUFACTURERS ASSOCIATION ©.

Standards of the Diamond Core Drill Manufacturers Association. Bulletin no. 1. (Mining machinery) 11 p. © 18Jul51; KK73547.

DIAMOND DEALERS SYNDICATE, INC. ©.

Greatest luggage sale in our history. 3 pc. set of fine matched monogrammed luggage. (Luggage, jewelry [etc.]) Folder. Appl. author: Sidney M. Brownstein. © 31Jan52; KK73796.

DICKSON (SALLY) ASSOCIATES.

The girl for the job? KK70685. SEE Bristol-Myers Company.

Make it your job! KK70684. SEE Bristol-Myers Company.

Whatever your job, good grooming counts! KK70992. SEE Bristol-Myers Company.

DIEM, MELVIN H.

Technical bulletin no. K-4. The Utilization of Keratin in the manufacture of paper. KK73919. SEE Keratene Company, inc.

DINSTMAN, HARVEY.

Another I. D. first. Not merely watertight, not merely water resistant, waterproof. American-made watch cases. Hydraulic compression makes the difference. KK68808. SEE I. D. Watch Case Company, inc.

DISNEY (WALT) PRODUCTIONS ©.

Snow White and the seven dwarfs; 11 playtime statuettes. Label. © 7Feb52; KK72550.

Snow White and the seven dwarfs sewing cards. Label. © 7Feb52; KK72549.

DIXON, HAROLD C.

Rolling stock or right of way, plywood gets the highball. KK72303. SEE Douglas Fir Plywood Association. There's profit for you when customers find room for improvement. KK72243. SEE Douglas Fir Plywood Association.

DOBROW, LAWRENCE.

Fashion Plate, your personalized charge account. KK68918. SEE Kaufman (Henry J.) and Associates.

DR. BALLARD'S ANIMAL FOODS, LTD. ©.

Now, feed Dr. Ballard's exclusively. Good-bye D. O. (Dog food) Sheet. Appl. author: Samuel Crawford Young. © 12Feb52; KK71720.

DR. PEPPER COMPANY ©.

Free of extra charge. Flower seeds with each carton of Dr. Pepper. (Soft drink) Adv. from News leader, Springfield, Mo., Mar. 16, 1952, comic section. Appl. author: Ruthrauff & Ryan, inc. © 16Mar52; KK72392.

A lift for life. Drink Dr. Pepper at 10, 2 and 4 o'clock. (Soft drink) Adv. from American statesman, Austin, Tex., Feb. 10, 1952, comic section. Appl. author: Ruthrauff & Ryan, inc. © 10Feb52; KK71360.

A lift for life. No other drink picks you up like Dr. Pepper. Let the one-and-only Dr. Pepper lend its special sparkle ... (Soft drink) Adv. from the Daily Corinthian, Dec. 16, 1951, comic section. Appl. author: Ruthrauff & Ryan, inc. © 16Dec51; KK69385.

DOEHLA (HARRY) COMPANY.

Our Sisters find this an easy, pleasant way to raise money for the building fund. (Greeting cards) Adv. from Our Sunday visitor, Jan. 7, 1951, p. 11. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 7Jan51 (in notice: 1950); KK74196.

DOEHLA Greeting Cards, inc. SEE

Doehla (Harry) Company.

DOESKIN PRODUCTS, INC. ©.

Here's Dottie Doeskin for your own puppet show. Doeskin dinner napkins and Doeskin tissues. Sheet. Appl. author: Raymond F. Marcus. © 15Apr52; KK72562.

DOHERTY, CLIFFORD AND SHENFIELD, INC.

We love plunging necklines but not on men. KK72817. SEE Allen-A Company.

DOHO CHEMICAL CORPORATION ©.

Differential diagnosis of O. M. P. C. Now, new O-tos-mo-san is a specific in acute and chronic suppurative infections in the ear. (Medicinal) Folder. Appl. author: Harry Mendelson. © 15Feb52; KK70713.

For "sarache" in pediatrics, Auralgan (Medicinal) Sheet. Appl. author: Harry Mendelson. © 5Feb52; KK70468.

Glycerol "Doho". Dry as the Sahara. (Medicinal) Appl. author: Harry Mendelson. © 24Jan52; KK70070.

In otomycosis, bactericidal, fungicidal, non-toxic, non-irritating. O-Tos-Mo-San. (Medicinals) Folder. Appl. author: Harry Mendelson. © 29Dec51; KK69327.

In the common cold and in sinus infections ... Rhinalgan, the safe decongestant. Acts locally, not systemically. Folder. Appl. author: Harry Mendelson. © 5Jan52; KK69397.

Nasal decongestion in allergic rhinitis and hay fever. Rhinalgan, the safe decongestant, acts locally not systemically. (Pharmaceuticals) Folder. Appl. author: Harry Mendelson. © 2Jun52; KK74066.

New O-Tos-Mo-San, is now a specific in acute and chronic suppurative infections in the ear. (Composite ear chart. Medicinal) Folder. Appl. author: Harry Mendelson. © 5Nov51; KK69088.

The nose and throat in otitis media. New O-Tos-Mo-San ... has proved effective against antibiotic resistant strains of organisms. Sheet. Appl. author: Harry Mendelson. © 5Mar52; KK72687.

Now new O-Tos-Mo-San is a specific in acute and chronic suppurative infections in the ear. (Medicinal supplies) Folder. Appl. author: Harry Mendelson. © 21Feb52; KK70926.

DOHO CHEMICAL CORPORATION ©. Cont'd.
Therapy in otitis. Auralgan containing glycerol Doho new O-Tos-Mo-San. (Medicinal) Sheet. Appl. author: Harry Mendelson. © 18Mar52; KK72693.

DOLE REFRIGERATING COMPANY ©.
Dole Ice-Cels for air conditioning, and product cooling. Catalog B. Folder. © 9Jul51; KK69092.
Dole Ice-Cel units for air conditioning, product cooling. Catalog BE. Dole vacuum cold plates. 15 p. © 24Jun51; KK69091.
Dole vacuum cold plates. Catalog AE, engineering data; quick freeze plates, storage room plates, soda fountain plates. 12 p. © 29Jun51; KK69093.
Perfect refrigeration for food processing and storage. Catalog A. Dole vacuum cold plates. Folder. © 24May51; KK69090.

DOLE Sales Company; Hawaiian Pineapple Company, d.b.a. Dole Sales Co. & H. P. Co. SEE H. P. Company.

DOLLY-MAE COOKIE COMPANY, INC. ©.
Paul Būryan special, big 1 pound pack. (Cakes and cookies) Card. Appl. author: Art Gruber Associates. © 4Feb52; KK74260.

DOLSON, J. W.
Hercules Dresinol. KK70529. SEE Hercules Powder Company.

DOMORE CHAIR COMPANY ©.
How proper seating improves health and appearance. Do/More ABC seating service. (Chairs) Folder. Appl. author: Juhl Advertising Agency. © 28Mar52; KK72370.

DONAHUE SALES CORPORATION ©.
As far as women who sew go, there's really only one zipper, Talon. Adv. from Notion & novelty review, Feb. 1952, p. 110-111. Appl. author: McCann-Erickson, inc. © 25Jan52; KK74108.

Big name, big favorite and naturally big profits. Talon, the quality slide fastener. Adv. from Notion & novelty review, June 1952, p. 50-51. Appl. author: McCann-Erickson, inc. © 25May52; KK74605.

Ever heard of a woman who never heard of the Talon zipper? Adv. from Notion & novelty review, May 1, 1952, p. 50-51. Appl. author: McCann-Erickson, inc. © 25Apr52; KK74105.

How come millions of teen-agers have a crush on the Talon zipper? Adv. from Notion and novelty review, Mar. 1952, p. 72-73. Appl. author: McCann-Erickson, inc. © 25Feb52; KK74107.

It makes good sense to sell the one zipper all women agree on. (Talon zipper) Adv. from Notion and novelty review, Apr. 1952, p. 66-67. Appl. author: McCann-Erickson, inc. © 25Mar52; KK74106.

You can sell zippers better if you sell the best, Talon. Adv. from Notion and novelty review, Jan. 1952, p. 66-67. Appl. author: McCann-Erickson, inc. © 25Dec51 (in notice: 1952); KK74109.

DONER, CHARLES.

Record low price for a famous, fully automatic Whirlpool. New thrift automatic washer. KK69542. SEE Whirlpool Corporation.

DONNELLEY (LEE) COMPANY.

A Fixture-Bare floor reduces the cost of maintenance to an all time low. KK74171. SEE Zurn (J. A.) Manufacturing Company. Plumbing Division.

Your decision on rest rooms can have an influence far reaching in its effect ... KK72656. SEE Zurn (J. A.) Manufacturing Company. Plumbing Division.

Zurn found the simple, fast, safe way to install wall type fixtures. KK74174. SEE Zurn (J. A.) Manufacturing Company. Plumbing Division.

Zurn strainers immeasurably improve the handling of fluids. KK70936. SEE Zurn (J. A.) Manufacturing Company. Industrial Division.

Zurn type rest rooms have fixture-bare floors. KK70157 ... SEE Zurn (J. A.) Manufacturing Company.

DORMAN, WILLIAM E.

Amazing new style of tire chains. Quickly, easily attached. Without jacking up wheel, without crawling under car, without soiling clothes. The old way. The Rolon way. KK69570. SEE Nixdorff-Krein Manufacturing Company.

DORR COMPANY.

Annual report, 1951. (Research engineering equipment) p. 16. Appl. author: Anthony Anable. © The Dorr Co.; 5May52; KK74357.

Ion-exchange equipment and methods. The Dorrco d-1 cell for the process industries. Folder. Appl. author: Albert L. Morris. © The Dorr Co.; 20May52; KK73938.

DOUGLAS FIR PLYWOOD ASSOCIATION ©.

Plyron, hardboard faced plywood. D.F.P.A. inspected. A special panel with special features for special jobs. Folder. Appl. author: Mac L. Olds. © 10Mar52; KK74431.
Rolling stock or right of way, plywood gets the highball. Folder. Appl. author: Harold C. Dixon. © 1Apr52; KK72303.

There's profit for you when customers find room for improvement with plywood. Adv. from the American lumberman and building products merchandiser, Dec. 15, 1951, p. 35. Appl. author: Harold C. Dixon. © 15Dec51; KK72243.

DOW (LOUIS F.) COMPANY ©.

Every day for every job it's M-M. (Calendar) Poster. Appl. author: Bill Layne. © 26Dec51; KK70598.

DOW CHEMICAL COMPANY.

Label service. When a customer reads your label, she invariably has your product in her hand. (Synthetic plastics) Folder. © The Dow Chemical Co.; 5Mar52; KK72238.

DOWD, REDFIELD AND JOHNSTONE.

A long awaited new idea, toilet essence. KK70448. SEE Lenthéric, inc.

DOWNES, CHARLES S.

Here is truly effective dandruff control. KK70352. SEE Abbott Laboratories.

High potency, prolonged effect. KK70679. SEE Abbott Laboratories.

If you had to make house calls on all 44 ... KK73078. SEE Abbott Laboratories.

Prominent socialite; dietary delinquent. KK73077. SEE Abbott Laboratories.

Starchy Pete is a vitamin cheat. KK70353. SEE Abbott Laboratories.

Still pacing the family right through the menopause. KK70504. SEE Abbott Laboratories.

They've heard the call for Vi-Daylin. KK73079. SEE Abbott Laboratories.

DOYLE, CHARLES FRANCIS.

A key to better management. KK70396. SEE Sunset-McKee Business Forms.

DOYLE, JOHN M.

Signs and letters. America's most complete line. Buy from the manufacturer and save. Catalog no. 40. KK68840. SEE Spencer Studios, inc.

DOYLE DANE BERNBACH, INC.

At last, a complete slenderizing system ... KK73105. SEE Blanchette-Mack, inc.

From size 20 to 14 for keeps. KK69380 ... SEE Blanchette-Mack, inc.

He won't take his eyes off you after you've been to a Slenderella salon. KK70092. SEE Blanchette-Mack, inc.

I'll never forgive myself. KK72203. SEE Ohrbach's, inc.

I'm following you, Jane. KK71534. SEE Ohrbach's, inc.

Listen, sonny, you don't have to be a big butter and egg man ... KK73053. SEE Ohrbach's, inc.

The only jacket we don't make is the jacket on a potato. KK71535. SEE Breier (Marcus) Sons, inc.

We'll slim you from size 20 to 14 for keeps. KK73106. SEE Blanchette-Mack, inc.

DOYLE STATIONERY, INC. ©.

Win your service customers confidence by giving them the old parts that were replaced while repairing their car. (Used parts sack) Sheet. © 10Jan52; KK72241.

DRACKETT COMPANY.

I'm changing to Windex spray, says Mrs. Elizabeth Carr, Dallas, Texas. Adv. from Des Moines Iowa register, This week, Sept. 17, 1950, p. 222. Appl. author: Young & Rubicam, inc. © The Drackett Co.; 17Sep50; KK70718.

Super Charge makes ornery pup helpful. Make Super Charge the safety factor in your dog's diet. Super Charge new improved healthful dog candy. Adv. from Everywoman's, Apr. 1952, p. 80. Appl. author: The Ralph H. Jones Co. © The Drackett Co.; 27Mar52; KK71775.

DRAYMORE, A. ROBERT.

Save-Way saving stamps. KK70252. SEE National Advertising Company.

DREHER (MONROE F.) INC.

Avon cream lotion smoothes on so beautifully. KK72127. SEE Avon Cosmetics.

Avon gifts for beauty, originality, variety. KK68835 ... SEE Avon Cosmetics.

B-G-E has the right button for every need. KK68782 ... SEE Bailey, Green and Elger, inc.

Buttoned bolero suit in Forstmann's crisp worsted Tunisette. KK72125. SEE Forstmann Woolen Company.

Buttons by B-G-E. Butterick pattern no. 5830, B-G-E button no. 8076. B-G-E Originales. KK68784. SEE Bailey, Green and Elger, inc.

DREHER (MONROE F.) INC. Cont'd.

- Buttons by B-G-E. McCall's pattern no. 8683, B-G-E button no. 6481. B-G-E Originales. KK68783. SEE Bailey, Green and Elger, inc.
- Buttons by B-G-E. Vogue pattern no. 7522, B-G-E button no. 7379. B-G-E Originales. KK68781. SEE Bailey, Green and Elger, inc.
- Buttons fit for a queen. KK72117. SEE Bailey, Green and Elger, inc.
- Crisp Porella crepe in soft shirt-waist mood. KK72124. SEE Forstmann Woolen Company.
- The excellence you expect of Forstmann. KK72119. SEE Forstmann Woolen Company.
- Gifts by Avon, for a merry Christmas to all. Avon's fine cosmetics and toiletries, while exquisitely packaged, are very moderately priced. KK68834. SEE Avon Cosmetics.
- I like to work with wool. KK72118. SEE Bailey, Green and Elger, inc.
- Important imports to build your button sales. From across the Atlantic come these three-among-hundreds ... B-G-E Originales. KK68788. SEE Bailey, Green and Elger, inc.
- Jewel buttons are big business. Definitely the latest, smartest touch for dresses ... B-G-E Originales. KK68787. SEE Bailey, Green and Elger, inc.
- New unbreakable re-usable plastic squeeze bottle. KK72139. SEE Semler (R. B.) inc.
- No other hair tonic gives you Kreml's one-two action. KK72138. SEE Semler (R. B.) inc.
- Quality, craftsmanship, style. Forstmann 100 % virgin wool. Look for this label. KK72120 ... SEE Forstmann Woolen Company.
- Reach for more sales ... KK73179. SEE Avon Products, inc.
- Relax in the barber chair. KK72137. SEE Semler (R. B.) inc.
- A reminder of your powerful spring '52 sales help for B-G-E Originales. KK72116. SEE Bailey, Green and Elger, inc.
- The right lipstick means so much. KK72129. SEE Avon Cosmetics.
- Season's greetings from Bailey, Green & Elger, inc. Once again it is our sincere pleasure ... B-G-E Originales. KK68789. SEE Bailey, Green and Elger, inc.
- Selecting your right face powder is so easy the Avon way. KK72128. SEE Avon Cosmetics.
- Sparkling new B-G-E Originales for spring. KK72114. SEE Bailey, Green and Elger, inc.
- Spring suit button magic in B-G-E Originales. KK72126. SEE Bailey, Green and Elger, inc.
- Trans-Atlantic travelers. KK72115. SEE Bailey, Green and Elger, inc.
- We Powers models use only Kreml shampoo. KK72136. SEE Semler (R. B.) inc.
- DRELL, HERBERT D.
Gift house jewelry creations. KK72128. SEE Whilad, inc.
- DRESNER (S.) AND SON, INC. ©.
Packing is quick, easy, wrinkle free, in a Gladiator. (Men's luggage) Poster. Appl. author: Edna O'Brien. © 15Aug51; KK74679.

DREXEL FURNITURE COMPANY ©.

- Perspective by Drexel. Promising you new horizons in cordial living ... (Furniture) Adv. from Better homes & gardens, Apr. 1952, p. 52-53. Appl. author: John Falkner Arndt & Co., inc. © 26Mar52; KK74224.
- DRISKILL, DALLAS B.
Surveyor's target holder ... designed only for a surveyor's target. KK70810. SEE Driskill, Joseph W.
- Typist's rule; D for Driskill, D for dependable. (Office appliance) Label. © 3Dec51; KK70809.
- DRISKILL, JOSEPH W.
Surveyor's target holder ... designed only for a surveyor's target, after it has been removed from the rodman's rod. Label. © Joseph W. Driskill & Dallas B. Driskill; 31Jan52; KK70810.
- DRYCO CORPORATION ©.
Just press thumb lightly to get instant steam. DrycoMatic thumb-operated steam-electric iron. Adv. - Appl. author: H. L. Davis. © 21Feb52; KK71269.
- Sell it to every plant. Dryco hi-speed shineless shoulder finisher. Adv. Appl. author: H. L. Davis. © 29Dec51 (in notice: 1952); KK71973.
- Thumb-operated DrycoMatic. Eliminates foot pedal fumbling. (Steam iron) Adv. Appl. author: H. L. Davis. © 24Jan52; KK71270.
- Wherever there's a spotting board ... there's a prospect for a Dryco. (Finishing equipment for use in drycleaning plants and laundries) Adv. from Monthly expense booklet. Appl. author: H. L. Davis. © 29Mar52; KK72453.
- DUBOIS (H. H.) INC.
Felsol's just-right suds for just-right washes. KK71781. SEE Fels and Company.
- DUBONNET CORPORATION ©.
Dubonnet Blonde makes martinis dryer than dry. (Aperitif wine) Adv. from the New Yorker, Nov. 3, 1951. Appl. author: William H. Weintraub & Co., inc. © 1Nov51; KK71993.
- Whenever you give, give Dubonnet the favorite toast of the holiday host. (Aperitif wine) Adv. from the New Yorker, Dec. 8, 1951, p. 145. Appl. author: William H. Weintraub & Co., inc.; 6Dec51; KK74355.
- DUFFY, DANIEL W.
Topical anesthetic Anesthon. KK71120. SEE H. S. D. Laboratories, inc.
- DUFFY, FRANCIS E.
Pendergast reporter. KK70120. SEE Pendergast (Albert W.) Safety Equipment Company.
- DULUTH FILTER COMPANY.
Now the new non-channeling repack filter. (Oil filters) Adv. from Diesel progress, May 1952, p. 77. Appl. author: William R. Davis. © Duluth Filter Co., a firm composed of Olaf P. Sather and Leonard O. Sather; 28Apr52; KK74653.
- DU MONT (ALLEN B.) LABORATORIES, INC. ©.
The Andover series II, a traditional console by Du Mont. (Television receivers) Sheet. Appl. author: Campbell-Ewald Co., inc. © 3Mar52; KK72349.

- The Banbury, a contemporary console by Du Mont. (Television receivers) Sheet. Appl. author: Campbell-Ewald Co., inc. © 3Mar52; KK72351.
- The Chester, a contemporary console by Du Mont. (Television receivers) Sheet. Appl. author: Campbell-Ewald Co., inc. © 3Mar52; KK72350.
- The Devon, a modern table model by Du Mont. (Television receivers) Sheet. Appl. author: Campbell-Ewald Co., inc. © 3Mar52; KK72352.
- A distinguished new line of 1952 Telesets, the harvest of 21 years pioneering by Du Mont. (Television receivers) Pamphlet. Appl. author: Campbell-Ewald Co., inc. © 3Mar52; KK72344.
- Du Mont presents two new series of television receivers. 19 cands; 17 inch picture tubes; Folder. Appl. author: Campbell-Ewald Company, inc. © 21Jun51; KK69022.
- Expect to be envied. That's part of getting a Du Mont Teleset. (Television receivers) Adv. from National geographic, Apr. 1952. Appl. author: Campbell-Ewald Co., inc. © 1Apr52; KK72342.
- Expect to be envied. That's part of getting a Du Mont Teleset. (Television receivers) Adv. from the New Yorker, Mar. 22, 1952, p. 103. Appl. author: Campbell-Ewald Co., inc. © 20Mar52; KK72360.
- Expect to be envied. That's part of getting a Du Mont Teleset. (Television receivers) Adv. from the Saturday evening post, Mar. 22, 1952, p. 159. Appl. author: Campbell-Ewald Co., inc. © 19Mar52; KK72358.
- The Flanders, a French provincial console by Du Mont. (Television receivers) Sheet. Appl. author: Campbell-Ewald Co., inc. © 3Mar52; KK72353.
- The Meadowbrook series II, a contemporary console by Du Mont. (Television receivers) Sheet. Appl. author: Campbell-Ewald Co., inc. © 3Mar52; KK72347.
- Now, a distinguished new line of 1952 Telesets. Harvest of 21 years pioneering by Du Mont. (Television receivers) Adv. from the New Yorker, Mar. 8, 1952, p. 7. Appl. author: Campbell-Ewald Co., inc. © 6Mar52; KK72343.
- Now, a distinguished new line of 1952 Telesets. Harvest of 21 years pioneering by Du Mont. (Television receivers) Adv. from the Saturday evening post, Mar. 1, 1952, p. 56-57. Appl. author: Campbell-Ewald Co., inc. © 27Feb52; KK72359.
- The Park Lane series II, a contemporary console by Du Mont. (Television receivers) Sheet. Appl. author: Campbell-Ewald Co., inc. © 3Mar52; KK72348.
- The Royal Sovereign, a traditional console by Du Mont. (Television receivers) Sheet. Appl. author: Campbell-Ewald Co., inc. © 3Mar52; KK72346.
- The Sherbrooke series II, an eighteenth century console by Du Mont. (Television receivers) Sheet. Appl. author: Campbell-Ewald Co., inc. © 3Mar52; KK72357.
- Station planning. A complete, well integrated television station ... Du Mont. 14 p. Appl. author: Frank Saul Newman. © 15Nov51; KK69021.

DU MONT (ALLEN B.) LABORATORIES, INC. © Cont'd.

The Whitehall series II, a traditional console by Du Mont. (Television receivers) Sheet. Appl. author: Campbell-Ewald Co., inc. © 3Mar52; KK72354.

Why to buy Du Mont. (Television receivers) 18 p. Appl. author: Campbell-Ewald Co., inc. © 3Mar52; KK72345.

The Wickford, a contemporary console by Du Mont. (Television receivers) Sheet. Appl. author: Campbell-Ewald Co., inc. © 3Mar52; KK72355.

The Wimbledon, an eighteenth century console by Du Mont. (Television receivers) Sheet. Appl. author: Campbell-Ewald Co., inc. © 3Mar52; KK72356.

DUMVILLE, S. H.
Electronics educator parts list. KK71651. SEE Dumville Manufacturing Company.

DUMVILLE MANUFACTURING COMPANY ©.
Electronics educator parts list. Dumville training services. (Instruction device) Sheet. Appl. author: S. H. Dumville. © 10Feb52; KK71651.

DUNCAN, TOM ©.

Announcing at Duncan's style shop National Wegivway plan. (Advertising plan) Sheet. © 31Jul51; KK70539.

These weekly prize announcements are the only advertising expenditure required. (Advertising plan) Sheet. © 31Jul51; KK70538.

DUNCAN COFFEE COMPANY.

Don't be hoodwinked by claims. Make your own coffee taste-test. Prove conclusively to yourself that only Maryland Club coffee stands up to the exacting standards ... Adv. from Breckenridge American, Breckenridge, Tex., Feb. 14, 1952. Appl. author: Tracy-Locke Co., inc. © The Duncan Coffee Co.; 14Feb52; KK71677.

Don't take anyone's word for it. Prove conclusively to yourself that only Maryland Club stands up to the exacting standards ... (Coffee) Adv. from Breckenridge American, Breckenridge, Tex., Feb. 21, 1952, p. 5. Appl. author: Tracy Locke Co., inc. © The Duncan Coffee Co.; 21Feb52; KK71034.

Make your own coffee taste-test. See if you don't agree with distinguished southwestern coffee-lovers that Maryland Club tastes better at less cost per cup. Adv. from the Kerrville times, Kerrville, Tex., Mar. 12, 1952, p. 6. Appl. author: Tracy-Locke Co., inc. © The Duncan Coffee Co.; 12Mar52; KK73429.

Make your own coffee taste test and if you don't agree that Maryland Club is the best tasting, most economical coffee you've ever tried we'll pay you one dollar! Adv. from Texarkana Gazette, Mar. 6, 1952, p. 6. Appl. author: Tracy-Locke Co., inc. © The Duncan Coffee Co.; 6Mar52; KK73626.

Maryland Club coffee guarantees to give you more cups per pound than any other brand. Adv. from Breckenridge American, Breckenridge, Tex., v. 32, no. 51, p. 3. Appl. author: Tracy-Locke Co., inc. © The Duncan Coffee Co.; 28Feb52; KK71951.

Maryland Club coffee guarantees to taste better, at less cost per cup, than any other brand. Adv. from El Dorado daily news, El Dorado, Ark., Feb. 7, 1952, p. 2. Appl. author: Tracy-Locke Co., inc., of Texas. © The Duncan Coffee Co.; 7Feb52; KK70219.

DUO-Therm Division of Motor Wheel Corporation. SEE Motor Wheel Corporation. Duo-Therm Division.

DU PONT DE NEMOURS (E. I.) AND COMPANY ©.

Selling slants. Dupont Zerone, Zerex anti-freeze. Folder. Appl. author: William Warden Carty. May 1952. © 1May52; KK73411.

DU-PRO COMPANY ©.

Chemical Du-Pro Chamois, for removing spots and stains. Cleans as it polishes. (Cleaning and polishing cloth) Label. Appl. author: Joseph Gorelik, t.a. Du-Pro Co. © 12May52; KK74861.

Free sample of Chemical Du-Pro Chamois, with added silicone for removing spots and stains. (Cleaning and polishing cloth) Label. Appl. author: Joseph Gorelik, t.a. Du-Pro Co. © 12May52; KK74861.

DUPUY (CHARLES) ASSOCIATES.

Chloro-Sheen, chlorophyll shampoo treatment. Contents 14 ozs. net. Label. © Charles Dupuy, d.b.a. Charles Dupuy Associates; 26Feb52; KK71656.

DUPUY, Charles F. J., d.b.a. Charles Dupuy Associates. SEE Dupuy (Charles) Associates.

DURHAM MANUFACTURING CORPORATION ©.

Durham, the winner after 10,500 socks from a 40 lb. sack. (Chairs) Folder. Appl. author: Applegate Advertising Agency. © 29May52; KK74025.

DURKEE-ATWOOD COMPANY ©.

From sideliners to headliner. No wonder thousands of dealers have changed over to Durkee-Atwood Factory Fresh V-belts ... (Fan belts) Adv. from the Super service station, Mar. 1952, p. 2 of cover. Appl. author: Harold C. Walker, Advertising. © 15Mar52; KK71507.

From sideliners to headliner, the reason is clear. Factory Fresh. (Fan belts) Adv. from Motor, Feb. 1952, p. 138-139. Appl. author: Harold C. Walker. © 15Feb52; KK71087.

Why dealers are switching to Durkee-Atwood V-belts. It's the sensational Factory Fresh package. (Fan belts) Adv. from Jobber topics, Mar. 1952, p. 308. Appl. author: Harold C. Walker, Advertising. © 15Mar52; KK71752.

DURO CHROME CORPORATION ©.

Dinettes by Duro Chrome. Wood, chrome and plastic. Folder. Appl. author: Lawrence Michelson. © 18Mar52; KK72155.

DU-URN, INC. ©.

For personal hygiene. Designed by a woman for women. (Du-Urn) Folder. Appl. author: Patricia Reid. © 15Feb52; KK70620.

DWIGHT BREWSTER BOYDEN ©.

Epicurean brand. A champagne among coffees. One pound net. Label. © 23Jan52; KK74333.

DYCH, David W., d.b.a. Florida Candy Kitchen. SEE Florida Candy Kitchen.

E

E. Z. PRODUCTS ©.

Aquaprufl adjustable swim goggle. Makes swimming a pleasure. Label. Appl. author: N. P. Steckler. © 15Dec51; KK68848.

Aquaprufl dive mask; provides protection to swimmers with a sinus condition. One, no. 67. Label. Appl. author: N. P. Steckler. © 15Dec51; KK68726.

Aquaprufl ear drum protectors; recommended by doctors as an aid against ear infections. One dozen de luxe, no. 35. Label. Appl. author: N. P. Steckler. © 15Dec51; KK68741.

EAGLE FASHION STUDIO.

Shampoo Goggles. KK71899 ... SEE Styles (E. M.) inc.

Shampoo Specs. KK71897 ... SEE Styles (E. M.) inc.

Toddler's Shampoo Specs. KK71898. SEE Styles (E. M.) inc.

EASI-BILD PATTERN COMPANY ©.

Chest cabinet, build it yourself. Easi-Bild. (Full size printed paper pattern) Label. Appl. author: Donald R. Brann. © 3Jul51; KK72877.

Easi-Bild full size jig saw pattern book. Pamphlet. Appl. author: Donald R. Brann. © 18Jun51; KK74120.

Floor and wall gun racks, build it yourself. Easi-Bild. (Full size printed paper pattern) Label. Appl. author: Donald R. Brann. © 3Jul51; KK72879.

Headboard storage unit, build it yourself. Easi-Bild. (Full size printed paper pattern) Label. Appl. author: Donald R. Brann. © 3Jul51; KK72878.

Nativity scene, build it yourself. Easi-Bild. (Full size printed paper pattern) Label. Appl. author: Donald R. Brann. © 17Sep51; KK72875.

Rod and gun cabinet, build it yourself. Easi-Bild. (Full size printed paper pattern) Label. Appl. author: Donald R. Brann. © 3Jul51; KK72880.

Step end table, build it yourself. Easi-Bild. (Full size printed paper pattern) Label. Appl. author: Donald R. Brann. © 3Jul51; KK72881.

Wonder bar, build it yourself. Easi-Bild. (Full size printed paper pattern) Label. Appl. author: Donald R. Brann. © 14Aug51; KK72876.

EAST OHIO GAS COMPANY.

Every hour, every day you're glad it's gas. (Natural gas) Adv. from Novy svet (New world), Apr. 10, 1952, p. 6. Appl. author: Ketchum, MacLeod & Grove, inc. © The East Ohio Gas Co.; 10Apr52; KK72641.

EASTERN INDUSTRIES, INC. ©.

Eastern turbine mixers. Bulletin no. 1200. 11 p. © 11Mar52; KK72481.

EASTERN INDUSTRIES, INC. AUTOMATIC SIGNAL DIVISION.

Electro-Matic pressure sensitive vehicle detectors. Bulletin no. 515. (Vehicle detectors) Sheet. © Eastern Industries, inc.; 22Jan52; KK70325.

EASTERN INDUSTRIES, INC. AUTOMATIC SIGNAL DIVISION. Cont'd.

Electro-Matic two-phase dispatcher with speed control features. Model 812. Bulletin no. 516. (Traffic signal controller) Sheet. © Eastern Industries, inc.; 22Jan52; KK70326.

Electro-Matic two-phase full vehicle-actuated dispatcher with separate pedestrian phase. Model 825 DN. Bulletin no. 518. (Traffic signal controllers) Sheet. © Eastern Industries, inc.; 22Jan52; KK70328.

Electro-Matic two-phase semi vehicle-actuated dispatcher with separate pedestrian phase. Model 824 DN. Bulletin no. 517. (Traffic signal controller) Sheet. © Eastern Industries, inc.; 22Jan52; KK70327.

Model 502DA Electro-Matic PX dispatcher. Bulletin no. 519. (Traffic controllers) Sheet. © Automatic Signal Division, Eastern Industries, inc.; 4Apr52; KK72480.

EASTERN STATES FARMERS' EXCHANGE, INC. ©.

The Eastern States way to make more broiler profits. (Poultry feeds) 15 p. © 4Dec51; KK70322.

Protect your potato crop the Eastern States way. (Insect control) Folder. © 11Mar52; KK71363.

EASTERN WINE CORPORATION ©.

Chateau Martin Mordecai. American sacramental wine. Label. Appl. author: Maurice Greenberg. © 4Jun52; KK74284.

EASTMAN KODAK COMPANY ©.

Condensed data, 8mm and 16mm Cine-Kodak films. Folder. © 31Jul51; KK69277.

EAT-ALL FROZEN FOOD COMPANY, INC.

Eat-All brand frozen Imperial deviled crab. Just heat, and eat all. Label. © The Eat-All Frozen Food Co., inc.; 1Apr52; KK72501.

Eat-All brand flash frozen Imperial deviled crabs. 2 delicious deviled crabs in edible pastry shells. Net weight 6 ounces. Label. © The Eat-All Frozen Food Co., inc.; 18Feb52; KK70764.

EBCO MANUFACTURING COMPANY.

Chase the Moisture Monster for profits. Oasis Air Drier, electric dehumidifier. Adv. from Electrical Merchandising, May 1952, p. 98. © The EbcO Manufacturing Co.; 1May52; KK74723.

The Moisture Monster floor display. Boy, does he stop store traffic. (Electric dehumidifier) Adv. from Electrical Merchandising, Mar. 1952, p. 224. © The EbcO Manufacturing Co.; 1Mar52; KK74726.

The Moisture Monster sells for you, in powerful Oasis advertising. (Electric dehumidifier) Adv. from Electrical Merchandising, Apr. 1952, p. 10. © The EbcO Manufacturing Co.; 1Apr52; KK74724.

Now is the time to cash in on the Moisture Monster. Oasis Air Drier, electric dehumidifier. Adv. from Electrical Merchandising, June 1952, p. 122. © The EbcO Manufacturing Co.; 1Jun52; KK74725.

ECKRICH (PETER) AND SONS, INC. ©.

The Eckrich basketball score card. Eckrich flavor fresh frankfurts and luncheon meats. Card. © 2Jan52 (in notice: 1948); KK72633.

ECLIPSE Machine Division. Bendix Aviation Corporation. SEE Bendix Aviation Corporation. Eclipse Machine Division.

ECLIPSE SLEEP PRODUCTS, INC. ©.

In the bedding industry 1952 will be remembered for the historic news contained in this announcement. Springwall. (Mattress) Folder. Appl. author: E. T. Howard Co., inc. © 13Jun52; KK74597.

Memo to the man on the floor. All you need to know about Eclipse. Springwall. (Mattress) Folder. Appl. author: E. T. Howard Co., inc. © 1Jun52; KK74851.

What does the doctor say? Springwall. (Mattress) Folder. Appl. author: E. T. Howard Co., inc. © 1Jun52; KK74852.

ECUSTA PAPER CORPORATION. OLIN CELLOPHANE DIVISION ©.

Here is Olin cellophane. 12 p. © 31Mar52; KK71913.

EDUCATIONAL CARD COMPANY.

Picture cut-outs for beginning primary reading cards. These picture cut-outs illustrate the nouns in the beginning set of primary reading cards. Sheet. © Walter Robert Berglund, d.b.a. Educational Card Co.; 8Mar52; KK73141.

EDWARDS, GEORGE ©.

I can stop rectal itch in five minutes. (Ointments) Sheet. © 31Jan52; KK72728.

The know how on rectal itch. (Ointments) Sheet. © 31Jan52; KK72727.

EDWARDS, IRVING K.

Here are your official Mother's Day displays. KK73174. SEE National Committee on the Observance of Mother's Day, inc.

EDWARDS, J. P.

Fluorolubes. KK71132. SEE Hooker Electrochemical Company.

EDWARDS, PARKER.

Rancho Red's adventure map of the Old West. KK70572. SEE Sunnyvale Packing Company.

EDWARDS AND DEUTSCH LITHOGRAPHING COMPANY.

Before Kitty Hawk. KK70377. SEE Thompson Products, inc.

EISENMAN, ALBERT L.

Raw water is dangerous. KK69679. SEE Paddock Engineering Company of Texas.

EKCO PRODUCTS COMPANY ©.

A beauty for every kitchen duty. Get Flint! (Kitchen tools) Adv. from Bride's magazine, Autumn, p. 165. © 1Jul51; KK69687.

Ekco illustrated housewares price list. Booklet. © 1Jan52; KK70498.

Give your man a hint, give Flint. Another great product by Ekco. Men know Flint cutlery well, love to use it. Adv. from American home, Sept. 1951, p. 127. © 27Aug51; KK71603.

Got two to please? Give Flint! Another great product by Ekco. (Kitchen knives) Adv. from Ladies' home Journal, Oct. 1951, p. 238. © 26Sep51; KK70497.

Hint for the best, get Flint! (Food mixer) Adv. from Bride's magazine, Autumn, p. 169. © 1Jul51; KK69689.

Make a dream come true, give Ekcoware. (Cooking utensils) Adv. from Today's woman, Dec. 1951, p. 137. © 26Nov51; KK74080.

Perfect gifts for every gift day. Flint kitchen tools. Adv. from Successful farming, Mar. 1952, p. 167. © 25Feb52; KK74061.

To get ohs and ahs, give Flint. Kitchen tools so good they're guaranteed for fifteen years! Adv. from McCall's, Oct. 1951, p. 140. © 21Sep51; KK70329.

To make you both happy, get Flint! (Kitchen knives) Adv. from Bride's magazine, Autumn, p. 167. © 1Jul51; KK69688.

Wise brides give a hint, get Flint. Ekco. (Kitchen knives) Adv. from Modern bride, fall 1951, p. 175. © 11Jul51; KK71151.

ELBE FILE AND BINDER COMPANY, INC. ©.

No price increases ... The Elbe line school and college loose-leaf binders and supplies. 31 p. © 15Apr52; KK73622.

EL DORADO COSMETIC COMPANY ©.

Hair Treat. 6 fluid ounces. Label. Appl. author: Joseph De Mario. © 26May52; KK74173.

ELDRIDGE, JOHN P.

Thermometers, psychrometers, hydrometers, specialties. KK74850. SEE H-B Instrument Company.

ELECTRICAL UTILITIES COMPANY ©.

Fixed paper dielectric capacitors. Pamphlet. Appl. author: Laurance Press Co. © 20Mar52; KK71515.

ELGIN, J. D.

Accessories for Everhot deluxe roaster. KK70461. SEE McGraw Electric Company. Tropic-Aire, inc.

Enjoy Tropic-Aire comfort for instant warmth, added convenience. KK73148. SEE McGraw Electric Company. Tropic-Aire, inc.

Everhot Ranges. KK70624 ... SEE McGraw Electric Company. Tropic-Aire, inc.

Everhot Roasterette. KK72316. SEE McGraw Electric Company. Tropic-Aire, inc.

Manning-Bowman Super-Power electric mixer. KK69461. SEE McGraw Electric Company. Manning-Bowman Division.

Sell summer comfort at an amazing low price! KK69651. SEE McGraw Electric Company. Manning-Bowman Division.

Treat yourself to new summer comfort. KK71789. SEE McGraw Electric Company. Manning-Bowman Division.

Tropic-Aire all purpose fan, heater & air circulator. KK70158. SEE McGraw Electric Company. Tropic-Aire, inc.

Tropic-Aire Ray Vector room heater. KK70619. SEE McGraw Electric Company. Tropic-Aire, inc.

You and your kitchen deserve the best. KK73147. SEE McGraw Electric Company. Tropic-Aire, inc.

ELGIN AMERICAN.

Elgin American masterpieces fashion-right, day and night. To go with everything, everywhere you go; such is the exciting magic of Elgin American fashion firsts. (Jewelry accessories) Adv. from Vogue, Nov. 15, 1952, p. 50. Appl. author: Russell M. Seeds Co. © Illinois Watch Case Co., d.b.a. Elgin American; 15Nov51; KK73406.

ELGIN AMERICAN. Cont'd.

Everybody loves Elgin American gifts. There's a magical charm about Elgin American gifts that's felt by giver and receiver alike. (Jewelry accessories) Adv. from Esquire, Dec. 1951, p. 203. Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co., d.b.a. Elgin American; also d.b.a. Certina Watches; 9Nov51; KK73404.

Two honored names, universal symbols of treasured possession. Elgin American masterpieces and Certina watches for that certain time. (Jewelry accessories and watches) Adv. from Esquire, June 1952, p. 26. Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co., d.b.a. Elgin American; also d.b.a. Certina Watches; 9May52; KK73407.

Two honored names, universal symbols of treasured possession. Elgin American masterpieces and Certina watches for that certain time. (Jewelry accessories and watches) Adv. from Vogue, May 1, 1952, p. 3 of cover. Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co., d.b.a. Elgin American; also d.b.a. Certina Watches; 1May52; KK73405.

Yours for a well-placed whisper. Elgin American masterpieces. The gentle art of hint-dropping will bring you richer rewards ... (Jewelry accessories) Adv. from Harper's bazaar, Dec. 1951, p. 54. Appl. author: Russel M. Seeds Co. © Illinois Watch Case Co., d.b.a. Elgin American; 1Dec51; KK73408.

ELGIN NATIONAL WATCH COMPANY ©.

40 ways to help graduates graduate to you. For greater store traffic and profits, feature Elgin watches in your local newspaper advertising. Pamphlet. © 28Mar52; KK71804.

Time out. (Watches) Folder. Appl. authors: Gladys Schultz and Bernard Sanders. vol. 3, no. 1. © 3Mar52; KK72909.

ELKO PRODUCTS.

The air freshener that beautifies. Elko Deollets. Freshens unpleasant air. Label. Appl. author: Eleanor M. Koodin. © Elko Products (E. M. Koodin), Mount Vernon, N. Y.; 12Jun51; KK69572.

ELLINGTON, H. J.

Newsletter. KK72052 ... SEE Heldor.

ELLINGTON AND COMPANY, INC.

Babies deserve the utmost in comfort. KK74567. SEE Mount Airy Knitting Company.

Baby your baby and your budget with Spencer's baby undies. KK74690. SEE Mount Airy Knitting Company.

Fireside comfort in Spencer's. KK71974. SEE Mount Airy Knitting Company.

For greater beauty choose a diamond cut by Multi Facet. KK74193. SEE Multi-Facet Company.

Grande Baroque, sterling in the mood of gaiety. KK74079. SEE Wallace Silversmiths.

Merry Christmas from Spencer's babies. KK71975. SEE Mount Airy Knitting Company.

Mothers, Spencer's baby undies will stretch your dollars! KK70492. SEE Mount Airy Knitting Company.

New top secret, Spencer's "T" shirt. KK74435. SEE Mount Airy Knitting Company.

The newest profit-making idea in stainless tableware. KK74436.

SEE Wallace Brothers.

The right girl, the right diamond. KK69460. SEE Multi-Facet Company.

Rose Point sterling in the mood of romance. A legend of love in silver ... KK73616. SEE Wallace Silversmiths.

See the added beauty in diamonds. KK74483. SEE Multi-Facet Company.

Spencer's baby undies are kept under wraps. KK73257. SEE Mount Airy Knitting Company.

Spencer's baby undies give your baby a custom-fit. KK73256. SEE Mount Airy Knitting Company.

Stradivari: sterling in the mood of culture. KK72746. SEE Wallace Silversmiths.

Young sterling for young homes and young incomes. KK72747. SEE Wallace Silversmiths.

ELLIS, Shan, d.b.a. Ellis Manufacturing Company. SEE Ellis Manufacturing Company.

ELLIS MANUFACTURING COMPANY.

Shanette, fashion's latest, smartest and most economical headress.

Adv. © Shan Ellis, d.b.a. Ellis Manufacturing Co.; 14Nov51; KK68935.

ELLISON, ARNOLD.

Instructions for Devco Slide-Pen-Cyl. KK69454. SEE Device Development Company.

ELLISON, FRANKLIN HUGH ©.

Peter Paul Candy Bar Special. Mounds, Almond Joy. Sheet. © 14Nov51; KK69470.

ELLSEURG, CHARLES ROLAND.

Business reward certificates. KK70758. SEE Sunset-McKee Business Forms.

ELLSWORTH, ROBERT.

Annual report, 1950. KK70315. SEE Borden Company.

Borden quarterly memo to stockholders. KK70313. SEE Borden Company.

ELRO NOVELTY COMPANY, INC. ©.

Elro Xmas ornaments for the plastic tree and all decorations. Label. © 10Mar52; KK71369.

G11s-N-G10, Elro Christmas ornaments. 12 balls. Label. © 2Apr52; KK72145.

ELRON COMPANY ©.

Significantly timed for good and gracious living. (Gifts, gadgets and housewares) Appl. author: Charles Edson Rose. © 12Feb52; KK70503.

EMERY AIR FREIGHT CORPORATION ©.

Now available to all American industry, Emery's exclusive tested and perfected air procurement service. Adv. from Purchasing, Feb. 1952, p. 160-161. Appl. author: J. M. Mathes, inc. © 6Feb52; KK70222.

EMESS SALES COMPANY ©.

Contains no aspirin. Emess pain relief for the relief of pain and discomfort in simple headache. Contents 100 tablets. Poster. Appl. author: Max Sax. © 18Mar52; KK71546.

Non-habit forming, safe to take.

Emess Stay-A-Wake. Stay awake driving ... Contents 100 tablets. (Caffeine alkaloid tablets) Poster. Appl. author: Max Sax. © 18Mar52; KK71543.

100 mg. chlorophyll. Pleasant tasting tablet, not a chewing gum or candy. Emess. Stop unpleasant breath odors. Poster. Appl. author: Max Sax. © 26Mar52; KK72079.

Stop whiskey breath. Emess 100 M.G. Chlorophyll tablet. Contents 100 tablets. Poster. Appl. author: Max Sax. © 18Mar52; KK71545.

Why have a hangover? Emess works many ways. (Aluminum hydroxide tablets) Poster. Appl. author: Max Sax. © 18Mar52; KK71544.

EMPIRE SHIELD COMPANY, INC. ©.

Empire baby pants. Boilable, resistant to soap, uric acid. Wataseal. Sheet. Appl. author: Harry J. Buttermann. © 20May52; KK73638.

Empire Jerrette baby pants. Tricot-knit fabric of Estron. Sheet. Appl. author: Harry J. Buttermann. © 20May52; KK73639.

Empire Syntilon baby pants ... Unconditionally guaranteed to be waterproof. Sheet. Appl. author: Harry J. Buttermann. © 20May52; KK73637.

ENGEL, MILTON B., d.b.a. Plasticast Company. SEE Plasticast Company.

ENGELBACH, MILES V.

Genuine Ruberoid crawl space cover ... KK70225. SEE Ruberoid Company.

ENGINEERING EQUIPMENT DISTRIBUTORS.

KrosFlo water ionizers; water softeners, demineralizers. Folder. Appl. author: Hugh Roderick Carr. © Mech-Chem Engineering, inc., t.a. Engineering Equipment Distributors; 9Nov51; KK69098.

ENGLANDER COMPANY, INC.

Be the one you dream you are. Wake up looking ... feeling ... acting younger. Englander, America's most luxurious mattress. Goodyear, the greatest name in rubber. Airfoam. Red-Line. Adv. from the Saturday evening post, Nov. 10, 1951, p. 54-55. Appl. author: Leo Burnett. © The Englander Co., inc.; 10Nov51; KK69401.

Don't be your age. Wake up looking ... feeling ... acting younger. Enjoy the luxury of ... an Englander mattress of Goodyear's Airfoam and Englander's special Red-Line foundation. Adv. from the Saturday evening post, Oct. 20, 1951, p. 62-63. Appl. author: Leo Burnett. © The Englander Co., inc.; 20Oct51; KK69405.

Englander sleep products. Flair and Ortho-Bilt. Newspaper ads. (Mat service) Sheets. Appl. author: Meyer Both Co. © The Englander Co., inc.; 1Mar52; KK71157.

New sleep discovery: Englander's new 3-layer comfort and firm support ... Goodyear, the greatest name in rubber. Airfoam. Red-Line. (Mattresses) Adv. from Parade, June 8, 1952, p. 13. Appl. author: Leo Burnett. © The Englander Co., inc.; 8Jun52; KK74787.

New way to sleep ... Englander, America's most luxurious mattress. Goodyear, the greatest name in rubber. Airfoam. Red-Line. Adv. from Life, Mar. 24, 1952, p. 4-5. Appl. author: Leo Burnett. © The Englander Co., inc.; 21Mar52; KK74788.

New way to sleep. Englander's new 3-layer comfort and firm support. You need all 3 for healthful rest. (Mattresses) Adv. from Better homes and gardens, Apr. 1952, p. 183. Appl. author: Leo Burnett. © The Englander Co., inc.; 26Mar52; KK72323.

ENGLANDER COMPANY, INC. Cont'd.

No matter how you sleep, you'll sleep better on an Englander. (Mattresses) Adv. from Look, Feb. 26, 1952, p. 10. Appl. author: Leo Burnett. © The Englander Co., inc.; 12Feb52; KK72321.

No matter how you sleep, you'll sleep better on an Englander. (Mattresses) Adv. from Look, Mar. 11, 1952, p. 116. Appl. author: Leo Burnett. © The Englander Co., inc.; 26Feb52; KK72322.

Round the clock newspaper ads. Englander sleep products. (Mattresses and springs) Sheets. Appl. author: Meyer Both Co. © The Englander Co., inc.; 14Mar52; KK72919.

You're only as old as you sleep. Wake up looking ... feeling ... acting younger. Enjoy the luxury of ... an Englander mattress of Goodyear's Airfoam and Englander's special Red-Line foundation. c4 illus. Adv. from Living for young homemakers, Oct. 1951, p. 6. Appl. author: Leo Burnett. © The Englander Co., inc.; 20Sep51; KK69402.

You're only as old as you sleep. Wake up looking ... feeling ... acting younger. Enjoy the luxury of ... an Englander mattress of Goodyear's Airfoam and Englander's special Red-Line foundation. c5 illus. Adv. from the Saturday evening post, Sept. 29, 1951, p. 60-61. Appl. author: Leo Burnett. © The Englander Co., inc.; 29Sep51; KK69404.

ENTERPRISE MANUFACTURING COMPANY.

Pflueger. Bait action that lures. (Fishing tackle) Folder. © The Enterprise Manufacturing Co.; 3Dec51; KK69082.

Pflueger. Spoon action that lures. (Fishing tackle) Folder. © The Enterprise Manufacturing Co.; 30Nov51; KK69083.

EPSEN LITHOGRAPHING COMPANY.

Gulf Pearl shrimp. KK71237. SEE Orleans Seafood Company.

Orleans brand cove oysters. KK71238. SEE Orleans Seafood Company.

Orleans brand shrimp. KK71239. SEE Orleans Seafood Company.

EQUITABLE TRUST COMPANY ©.

How the Equitable Trust parks over 5000 cars every week. It's business-like to consult your bank. Adv. from the Evening sun, Baltimore, Apr. 28, 1952. Appl. author: D. J. Loden. © 28Apr52; KK74453.

ERDMAN (C. E.) TIRE COMPANY.

Retread tires and tire balancing. Folder. © C. E. Erdman, d.b.a. C. E. Erdman Tire Co.; 9Apr52; KK74434.

ERWIN, WASEY AND COMPANY, INC.

Abdullah Bulbul Amir defends his sheet. KK70660. SEE Springs Cotton Mills.

Are you unknowingly risking married happiness, even your health? KK72891. SEE Zonite Products Corporation.

From the southwest, a new dependable source of potash. KK72775. SEE Southwest Potash Corporation.

Get it straight, get Chapin & Gore. KK71114 ... SEE McKesson and Robbins, inc.

High K, symbol for a new high grade muriate of potash. KK74098. SEE Southwest Potash Corporation.

It's your daughter's right to know and your duty to tell her.

KK70086. SEE Zonite Products Corporation.

A perfect solution to a woman's most intimate problem. KK74413. SEE Zonite Products Corporation.

Play ball with Barbasol. KK72966 ... SEE Barbasol Company.

Take back your mink, I'll keep my sheets! KK74895. SEE Springs Cotton Mills.

Too vital a matter for guesswork. KK71090. SEE Zonite Products Corporation.

We put the broad in broadcloth. KK74078 ... SEE Springs Cotton Mills.

What every young wife must know for married happiness. KK69506. SEE Zonite Products Corporation.

Your daughter must be up to date on this intimate subject. KK73075. SEE Zonite Products Corporation.

ESCHENBRENNER, JOHN W. ©.

Introducing daylight eye chart illuminator. (Optical instrument) Folder. © 18Mar52; KK71478.

ESHLEMAN (BENJAMIN) COMPANY.

A costly pinch, unless you have a Lee road hazard guaranty. KK70235. SEE Lee Rubber and Tire Corporation.

Double whammy, but no loss to the holder of a Lee road hazard guaranty. KK72300. SEE Lee Rubber and Tire Corporation.

Got cat's-eyes? KK71340. SEE Lee Rubber and Tire Corporation.

Lee 5-Rib Highway road-rated. KK71341. SEE Lee Rubber and Tire Corporation.

New Lee 5-rib Highway, road-rated ... KK70234. SEE Lee Rubber and Tire Corporation.

New, the Lee 5-rib Highway ... KK73210. SEE Lee Rubber and Tire Corporation.

Sales power starts with enthusiasm. KK72983. SEE Story, Brooks and Finley, inc.

Spiked, clawed, gnawed, but no loss to the holder of a Lee road hazard guaranty. KK73409. SEE Lee Rubber and Tire Corporation.

ESKIMO PIE CORPORATION ©.

Double-good Eskimo Twin Pop. 5¢. (Frozen confection) Poster. Appl. author: L. H. Philo Corp. © 6Mar52; KK73357.

Eskimo Cherry-Mel. Real cherries and delicious ice cream. Poster. Appl. author: Barton Press. © 4Oct51; KK73360.

Eskimo Sandwich. Cake wafers with delicious ice cream. Poster. Appl. author: Barton Press. © 6Nov51; KK73359.

Look, save Eskimo Pie bags for wonderful premiums. (Ice cream) Poster. Appl. author: Barton Press. © 14Mar52; KK73355.

Make it a twosome with Eskimo Pie. The only thing better than one Eskimo Pie is two. (Ice cream) Poster. Appl. author: Buchanan & Co. © 20Mar52; KK73356.

New height of taste pleasure. Eskimo Ace, chocolate covered ice cream. Poster. Appl. author: Buchanan & Co. © 8Jun50; KK73358.

ESSO, INC. ©.

Engine catch cold this morning? High time for Anti-Stalling Esso Extra gasoline. Adv. from Express, Portland, Me. Appl. author: McCann-Erickson, inc. © 22Oct51; KK71334.

Fall tonic for your car. Thorough, dependable Esso dealer fall check-up. Esso Extra motor oil. Adv. Appl. author: McCann-Erickson, inc. © 17Oct51; KK71333.

One start is enough for a trip. Start out, keep going with anti-stalling Esso Extra gasoline. Adv. from Richmond news leader, Oct. 22, 1951, p. 21. Appl. author: McCann-Erickson, inc. © 22Oct51; KK71914.

ESTATE STOVE COMPANY.

I use the new 1952 Estate range because it grills, bakes, barbecues, says nation's foremost authority on good food, Duncan Hines. (Gas range) Sheet. Appl. author: Lewis W. Selmeier. © The Estate Stove Co., a subsidiary of Noma Electric Corp.; 20Feb52 (in notice: 1951); KK71967.

1952 Estate sales aids. (Gas and electric ranges) 16 p. Appl. author: Lewis W. Selmeier. © The Estate Stove Co., a subsidiary of Noma Electric Corp.; 15Feb52; KK71297.

ESTERBROOK PEN COMPANY ©.

Choose the right point for the way you write. Esterbrook fountain pen. Adv. from Collier's, Feb. 9, 1952, p. 35. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 9Feb52; KK71826.

Choose the right point for the way you write. (Desk pen sets, pen points) Adv. from Newsweek, Apr. 7, 1952, p. 85. Appl. author: John D. Wooster. © 7Apr52; KK73878.

Choose the right point for the way you write. (Fountain pens, desk pen sets) Adv. from Collier's, May 3, 1952, p. 33. Appl. author: John D. Wooster. © 3May52; KK73875.

Choose the right point for the way you write. (Fountain pens, desk pen sets) Adv. from Saturday evening post, Mar. 15, 1952, p. 126. Appl. author: John D. Wooster. © 15Mar52; KK73876.

Easier, clearer writing for your office. Esterbrook 444 desk pen set. Adv. from Business week, Feb. 16, 1952, p. 46. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 16Feb52; KK70841.

For Christmas give an Esterbrook with the point you know they're sure to like. (Fountain pens, desk sets, pen points) Adv. from Life, Dec. 10, 1951, p. 150-151. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 10Dec51; KK70842.

For Christmas give an Esterbrook with the point you know they're sure to like. (Fountain pens, desk sets, pen points) Adv. from the Saturday evening post, Dec. 8, 1951, p. 132. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 8Dec51; KK70840.

Needs ink only 4 times a year in normal desk use, and you can choose the right point for the way you write. (Desk pen set, pen points) Adv. from Newsweek magazine, Feb. 11, 1952, p. 76. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 11Feb52; KK70859.

ESTERBROOK PEN COMPANY ©. Cont'd.

Needs ink only 4 times a year in normal desk use. Esterbrook. (Desk pen set, pen points) Adv. from Business week, Mar. 15, 1952, p. 82. Appl. author: John D. Wooster. © 15Mar52; KK73528.

No ink-stained fingers with this desk pen. Choose the right point for the way you write. (Desk pen sets, pen points) Adv. from Business week, Apr. 12, 1952, p. 136. Appl. author: John D. Wooster. © 12Apr52; KK73877.

No ink-stained fingers with this desk pen. Choose the right point for the way you write. Esterbrook. Adv. from Newsweek, Mar. 3, 1952, p. 2. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 3Mar52; KK73529.

Remember Esterbrook 444 next time your desk pen runs dry. Holds 40 times more ink than ordinary fountain pen desk sets. Adv. from Newsweek, Jan. 14, 1952, p. 83. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 14Jan52; KK70839.

EVANS' (L. B.) SON COMPANY ©.

Casualty yours, Evans. For 111 years your guide to the best in men's slippers. Adv. from Esquire magazine, July 1952, p. 7. Appl. author: R. D. Northrop Co. © 2Jun52; KK74036.

Cush-N-Air oxford. A light as air casual shoe to give you the same easy comfort as your favorite Evans slippers. Adv. from Holiday, May 1952, p. 96. Appl. author: R. D. Northrop Co. © 15Apr52; KK72361.

Here's the best Father's Day present you could possibly find, Evans hand turned slippers. Adv. from True - the man's magazine, June 1952, p. 14. Appl. author: R. D. Northrop Co. © 15May52; KK73813.

New comfort and a new look too, Evans slippers, hand turned. Adv. from Life magazine, June 9, 1952, p. 140. Appl. author: R. D. Northrop Co. © 9Jun52; KK74077.

Slippers and casuals. Catalog. Appl. author: R. D. Northrop Co. © 25Apr52; KK72491.

To dad for the rest of his life, Evans slippers. For better comfort, longer wear, smarter looks. Adv. from the Saturday evening post, June 7, 1952, p. 148. Appl. author: R. D. Northrop Co. © 3Jun52; KK74037.

EVANS, R. B.

Fairmont W72 series A. KK70303. SEE Fairmont Railway Motors, inc.

EVANS, RICHARD L.

The "999" N. Y. C. 1893. KK69793. SEE Associated Folding Box Company.

Old Ironsides 1832. KK69791. SEE Associated Folding Box Company.

The President 1859. KK69792. SEE Associated Folding Box Company.

The President Washington 1927. KK71721. SEE Associated Folding Box Company.

Santa Fe Diesel. KK69794. SEE Associated Folding Box Company.

EVANS, TREVOR H.

Very smart, these Fisher budgeteers. KK72809. SEE Fisher Flouring Mills Company.

EVANS PRODUCTS COMPANY ©.

50 tons of glass locked in for the long haul. (Railroad car loader) Adv. from Modern materials handling, June 1952, p. 8. Appl. author: Fuller & Smith & Ross, inc. © 5Jun52; KK74873.

Need powerhouse heat output? This Evans fresh air heater-defroster was custom built to deliver 25,000 BTU output. Adv. from Automotive industries, Apr. 15, 1952, p. 143. Appl. author: Fuller & Smith & Ross, inc. © 15Apr52; KK72419.

These drums won't take a beating. Evans loading and railroad equipment. (Railroad car loader) Adv. from Modern materials handling, May 1952, p. 29. Appl. author: Fuller & Smith & Ross, inc. © 7May52; KK74874.

This half a load is better than one. Evans loading and railroad equipment eliminates damage and dunnage. Adv. from Modern materials handling, Apr. 1952, p. 7. Appl. author: Fuller & Smith & Ross, inc. © 7Apr52; KK72420.

Your money grows on the Evaneer tree! Of course, plywood isn't made quite this easily. Adv. from the Wall street journal, Apr. 18, 1952, p. 3. Appl. author: Fuller & Smith & Ross, inc. © 18Apr52; KK73634.

EVERETT PIANO COMPANY ©.

A factual report on the Everett series 10 school piano. Folder. Appl. author: Juhl Advertising Agency. © 25Jan52; KK70162.

Something new in classroom pianos. Cable-Nelson dual purpose piano. Sheet. Appl. author: Juhl Advertising Agency. © 22Mar52; KK71568.

EVERSHARP, INC. ©.

Bigger sales volume, bigger sales profits. Schick Injector razors & blades. Adv. from Chain store age, Jan. 1952, p. 32. Appl. author: The Biow Co., inc. © 1Jan52; KK70668.

For graduation, the real pen experts, Tucson dealers recommend Eversharp to you. (Pen and pencils) Adv. from the Arizona daily star, May 16, 1952, p. 6B. Appl. author: The Biow Co., inc. © 16May52; KK74408.

Give this gift of better writing, new Eversharp. No other pen gives Eversharp's amazing writing performance ... Matching automatic repeater pencil ... Adv. from Collier's, Dec. 22, 1951, p. 61. Appl. author: The Biow Co., inc. © 22Dec51; KK68753.

No matter what the occasion, give the pen that gives the most: Eversharp. Adv. from Collier's, May 3, 1952, p. 9. Appl. author: The Biow Co., inc. © 3May52; KK73349.

Now in this handsome shaving kit, gold plated Schick Injector razor, 12 new Gold Pack blades ... for shaves men pick 5 to 1 ... Adv. from Look, Dec. 18, 1951, p. 101. Appl. author: The Biow Co., inc. © 18Dec51; KK68750.

Only Eversharp gives you this positive protection. New, world's only pen with no-smear, no-smudge, permanent ink. (Pen and pencils) Adv. from the Everett daily herald, Everett, Wash., May 1, 1952, p. 12. Appl. author: The Biow Co., inc. © 1May52; KK74856.

Outdoor tricks as practiced by Joe Perko, famous Minnesota guide. Schick Injector razor & blades. Adv. from Sports afield, June 1, 1952. Appl. author: The Biow Co., inc. © 1Jun52; KK74213.

Schick Injector's outdoor tricks as practiced by Dave Conkey, famous New York State guide. (Razor and blades) Adv. from Sports afield, Mar. 1952, p. 11. Appl. author: The Biow Co., inc. © 1Mar52; KK70938.

Schick Injector's outdoor tricks as practiced by Don Broadhead, famous Bangor, Maine guide. Indoors or outdoors it's smart to switch to Schick Injector razor. Adv. from Sports afield, May 1952, p. 53. Appl. author: The Biow Co., inc. © 1May52; KK72980.

Schick Injector's outdoor tricks as practiced by Jim Gasque, famous casting expert. Schick Injector razor and blades. Adv. from Sports afield, Apr. 1952, p. 61. Appl. author: The Biow Co., inc. © 1Apr52; KK71958.

This Christmas, the real pen experts, Buffalo dealers, recommend Eversharp to you, because no other pen gives all these advanced writing features. Matching pen and pencil set ... Adv. from Buffalo evening news, Dec. 11, 1951, p. 20. Appl. author: The Biow Co., inc. © 11Dec51; KK68757.

You shave cleaner in 1/2 the time. Schick Injector razor and blades. Adv. from Life magazine, May 5, 1952, p. 169. Appl. author: The Biow Co., inc. © 5May52; KK74409.

You shave cleaner in 1/2 the time. Schick Injector razor and blades. Adv. from Popular science, June 1, 1952, p. 24. Appl. author: The Biow Co., inc. © 1Jun52; KK74410.

E-Z PLAYING CARD COMPANY.

E-Z plastic coated playing cards. Label. © E-Z Playing Card Co., Joseph A. Hassan & Fauthal A. Hassan, proprietors; 25Feb52; KK72720.

EZZEE FLOW CORPORATION ©.

Don't forget Ezee Flow. More farmers choose Ezee Flow than any other spreader. (Fertilizer spreader and seeder) Adv. from Successful farming, Sept. 1951, p. 148. © 1Sep51; KK73656.

F

FABER-CASTELL (A. W.) PENCIL COMPANY, INC. ©.

Our exclusive colored (polychrome) degree markings on pencils. (Drawing pencils) Sheet. © 2Jan52; KK70759.

Since the year 1950, Castell, the drawing pencil with the master degrees (and representation of student's graduation cap) Sheet. © 30Nov51; KK69023.

FAIR PUBLISHING HOUSE, INC.

Fairs and shows. Catalog 72. (Supplies for fairs and shows) Pamphlet. © The Fair Publishing House, inc.; 1Feb52; KK70677.

FAIRCHILD RECORDING EQUIPMENT CORPORATION ©.

Complete new line of Fairchild playback equipment. 3 p. Appl. author: William A. Cather III. © 12Mar52; KK71531.

ESTERBROOK PEN COMPANY ©. Cont'd.

Fairchild magnetic tape recorders.
6 p. Appl. author: William A.
Cather III. © 12Mar52; KK71530.

FAIRFAX (H. W.) ADVERTISING AGENCY, INC.
Flowers for the traveler. KK72573.
SEE Schling (Max) Inc.

Max Schling has everything for
happier gardening and better living.
KK72368. SEE Schling (Max) Seeds-
men, Inc.

FAIRFIELD PAPER AND CONTAINER COM-
PANY.

For assured packaging specify corru-
gated boxes by the Fairfield Paper
& Container Co. (Plastic ruler)
Card. Appl. author: William W.
Woodward. © The Fairfield Paper
& Container Co.; 30Oct51; KK69084.

FAIRMONT RAILWAY MOTORS, INC. ©.

Fairmont W72 series A. Quick-clear
oil sprayer. Bulletin 630A.
(Railroad equipment) Folder.
Appl. author: R. B. Evans.
© 10Jan52 (in notice; 1951);
KK70303.

FALK CORPORATION.

A glimpse of Falk products. Horizon-
tal all-motor Motoreducers, horizon-
tal integral Motoreducers, vertical
all-motor Motoreducers etc. (The
Falk handy calendar. Gears, coup-
lings, reducers) Card. © The Falk
Corp.; 10Oct51; KK69435.

FALSTAFF BREWING CORPORATION ©.

Falstaff brings you Dizzy Dean and Al
Helfer. (Beer) Adv. from Omaha
world herald, Mar. 7, 1952. Appl.
author: F. Baldwin. © 7Mar52;
KK73526.

Smoother 'n golden mellow brew. Sing
out for Falstaff. (Beer)
24-sheet poster. Appl. author:
Frank Baldwin. © 15Jan52; KK70397.

FARNSWORTH, M. G., d.b.a. The Vita-Lite
Company. SEE Vita-Lite Company.

FARRAN, CHARLES.

How many paperwork pirates. KK71075.
SEE Addressograph-Multigraph
Corporation.

I always take my cut says the paper-
work pirate. KK73320. SEE
Addressograph-Multigraph Corporation.

Overtime on your hands? KK73447. SEE
Addressograph-Multigraph Corporation.

Write it again and again. KK71074.
SEE Addressograph-Multigraph
Corporation.

FARRINGTON MANUFACTURING COMPANY ©.

How to make the most of your jewelry.
(Jewel cases) Booklet. Appl.
author: Margaret M. Bailey.
© 9Nov51; KK70573.

FARRIS, CLARENCE E. ©.

10 year service guarantee. EE-
sterilizer. Number B. Label.
© 22Feb52; KK71280.

FASHIONCRAFT PRODUCTS ©.

A staple-reorder number in thousands
of stores. Fashioncraft two-zipper
Therm-Aid formula bag. Adv. from
Infant's & children's review, Mar.
1952, p. 117. Appl. author: Morris
J. Berry. © 1Mar52 (in notice;
1951); KK74225.

FAULTLESS LAUNDRY AND DRY CLEANING
COMPANY ©.

Bag O' Leisure. The modern way to
avoid the heavy, distressing part
of home washing. (Laundry) Bag.
Appl. author: Carter Advertising
Co. © 14May52; KK73958.

FEASTER, DONALD J.

315 Gyro-Flo. KK71023. SEE
Ingersoll-Rand Company.

FEDERAL ADVERTISING AGENCY, INC.

Calobar sun glasses: 1952. KK70870.
SEE American Optical Company.

Finest under the sun; AO Cosmetan
combination Polaroid. KK68911.
SEE American Optical Company.

New AO Polaroid sun glass line now
ready. Stop the glare, light to
wear. Full 40 o/o profit. Order
early. 4 big profit-loaded deals.
KK69242. SEE American Optical
Company.

FEIGEL, ARTHUR JAMES.

For closing operations on shoes, style
51200. KK73675. SEE Union Special
Machine Company.

For staying seams on shoes, style
51400 BF, style 51400 BG, cand;
style 51400 BH. KK73676. SEE
Union Special Machine Company.

For tip-stitching shoes. This is the
new streamlined Union Special tip-
stitcher ... KK73949. SEE Union
Special Machine Company.

For vamping, foxing, eyelet row
stitching, panel stitching, and
tipping shoes. KK73950. SEE
Union Special Machine Company.

Style 51200 BW for seaming canton
flannel and leather palm gloves.
KK72759. SEE Union Special Machine
Company.

Style 51300 BM for seaming mattress
ticks. KK72760. SEE Union Special
Machine Company.

Style 51300 Z for armhole drawing
operation on men's coats. KK72761.
SEE Union Special Machine Company.

Style 51600 BA for gathering and
attaching ruffles ... KK72758.
SEE Union Special Machine Company.

Style 61100 A for basting men's sack
coats, pants, sport coats and ...
KK74792. SEE Union Special
Machine Company.

Union special filled bag closing
machines. KK69684. SEE Union
Special Machine Company.

Union Specialize, the modern way to
high speed production of men's knit
underwear. KK70233. SEE Union
Special Machine Company.

FELDER, JOHN LAWSON.

Holiday Hill stone. KK69872. SEE
Burney, Henry Prather, Jr.

FELDMAN, Milton H., t.a. Regal Prescrip-
tion Service. SEE Regal Prescription
Service.

FELS AND COMPANY ©.

Felso's just-right suds for just-
right washes by the makers of Fels-
Naptha soap. (Detergent) Adv.
from Good housekeeping, Apr. 1952,
p. 123. Appl. author: H. H. Du-
Bois, Inc. © 25Mar52; KK71781.

FENCIL, WILLIAM M.

Didedip for prevention. KK71322.
SEE Pickwick Products Company.

FENTON, Edna M. and Wilbur C. Fenton,
d.b.a. Fenton's Hatcheries. SEE
Fenton's Hatcheries.FENTON, Wilbur C. and Edna M. Fenton,
d.b.a. Fenton's Hatcheries. SEE
Fenton's Hatcheries.

FENTON'S HATCHERIES.

PicEze, an aid in control of canni-
balism in all poultry. Net weight
one pound. Label. © Wilbur C.
Fenton and Edna M. Fenton, d.b.a.
Fenton's Hatcheries; 27Mar52;
KK72054.

FERGUSON, D. KEITH.

Cottage boiler-burner unit. KK71961.
SEE Kewanee Boiler Corporation.

FERGUSON (HARRY) INC. ©.

Chore bucket attachment for Ferguson
manure loader. Sheet. Appl.
author: Dolph Jansen. © 22Jan52;
KK69653.

Farmers like good investments. Fergu-
son tractor and 63 Ferguson system
implements. Adv. from the Finan-
cial post, May 31, 1952, TF 27.
Appl. author: Adolph Jansen, Jr.
© 31May52; KK74750.

The Ferguson disc plow. Where Ferguson
disc plows excel ... Folder. Appl.
author: Dolph Jansen. © 15May52;
KK73631.

Ferguson single-bottom two-way
moldboard plow. Folder. Appl.
author: Dolph Jansen. © 3Mar52;
KK71121.

First, the draft animal. Then, the
tractor. Now, the Ferguson system,
the latest step in the application
of modern farm power. Adv. from
Time, May 12, 1952, p. 37. Appl.
author: Adolph Jansen, Jr.
© 8May52; KK73920.

Flood control begins on the hillside
farm. (Farm equipment) Adv. from
Journal of soil & water conserva-
tion, Apr. 1952, p. 3 of cover.
Appl. author: Adolph Jansen, Jr.
© 10Apr52; KK74749.

Here it is, the inside story of the
new and far more powerful Ferguson
30. (Farm equipment) Adv. from
California farmer, Nov. 3, 1951,
p. 407. Appl. author: Adolph
Jansen, Jr. © 3Nov51; KK71518.

It's bigger in power, performance,
economy ... The far more powerful
Ferguson 30. (Farm equipment)
Adv. from Farm journal, Apr. 1952,
p. 55. Appl. author: Adolph
Jansen, Jr. © 17Mar52; KK71553.

It's bigger in power, performance,
economy ... The far more powerful
Ferguson 30. (Farm equipment)
Adv. from Pacific poultryman, Apr.
1952, p. 69. Appl. author: Adolph
Jansen, Jr. © 25Mar52; KK72517.

It's new, the far more powerful
Ferguson "30". Bigger in power,
in performance, in economy. Drive
it; you'll see what we mean.
(Farm equipment) Adv. from Farm
and ranch, Mar. 1952, p. 15.
Appl. author: Adolph Jansen, Jr.
© 20Feb52; KK72856.

It's new, the far more powerful
Ferguson "30". (Farm equipment)
Adv. from American fruit grower,
Feb. 1952, p. 49. Appl. author:
Adolph Jansen, Jr. © 1Feb52;
KK70606.

It's new, the far more powerful
Ferguson "30". (Farm equipment).
Adv. from Country gentleman,
Feb. 1952, p. 58. Appl. author:
Adolph Jansen, Jr. © 1Jan52;
KK69713.

The mighty power of a great new engine
plus the one and only Ferguson
system. (Farm equipment) Adv. from
Farm journal, May 1952, p. 77. Appl.
author: Adolph Jansen, Jr. © 14Apr52;
KK72516.

The mighty power of a great new en-
gine plus the one and only Ferguson
system. That's the far more powerful
Ferguson 30. (Farm equipment) Adv.
from Country gentleman, May 1952,
p. 39. Appl. author: Adolph Jansen,
Jr. © 30Apr52; KK73110.

FERGUSON (HARRY) INC. © Cont'd.

More farmers want it: the new and far more powerful Ferguson. (Farm equipment) Adv. from Canadian farm implements, Jan. 1952, p. 38-39. Appl. author: Adolph Jansen, jr. © 1Jan52; KK72513.

More farmers want it. The new and far more powerful Ferguson 85. (Farm equipment) Adv. from Canadian farm implements, Mar. 1952, p. 50-51. Appl. author: Adolph Jansen, jr. © 3Mar52; KK72514.

More farmers want it, the new and far more powerful Ferguson 30. (Farm equipment) Adv. from Farm equipment retailing, May 1952, p. 24-25. Appl. author: Adolph Jansen, Jr. © 1May52; KK73111.

More farmers want it. The new and far more powerful Ferguson 30. (Farm equipment) Adv. from Implement record, Feb. 1952, p. 50-51. Appl. author: Adolph Jansen, Jr. © 5Feb52; KK70863.

More farmers want it. The new and far more powerful Ferguson "30". More dealers profit by selling it. (Farm equipment) Adv. from Farm implement news, Mar. 10, 1952, p. 50-51. Appl. author: Adolph Jansen, Jr. © 10Mar52; KK72857.

New Ferguson multi-purpose blade. Versatile, compact, tractor-mounted. Folder. Appl. author: Dolph Jansen. © 26Mar52; KK72151.

Now ready, to make an even greater contribution to the solution of your agricultural problems, the new and far more powerful Ferguson "30". (Farm equipment) Adv. from Time, Apr. 7, 1952, p. 23. Appl. author: Adolph Jansen, jr. © 3Apr52; KK72778.

Nunca Antes, se habia presentado una oportunidad así. Ferguson ofrece la agencia con porvenir. (Farm equipment) Adv. from Implementos y tractores, May 1952, p. 4. Appl. author: Adolph Jansen, jr. © 1May52; KK73814.

Once, this land was worthless. (Farm equipment) Adv. from Journal of soil & water conservation, Jan. 1952, p. 35. Appl. author: Adolph Jansen, Jr. © 10Jan52; KK70706.

Quiérense concesionarios para el nuevo y mucho más poderoso Ferguson "30". (Farm equipment) Adv. from Implementos y tractores, Apr. 1952, p. 39. Appl. author: Adolph Jansen, Jr. © 1Apr52 (in notice: 1932); KK74700.

Ready now to assist Latin-American mechanization. The new and far more powerful Ferguson 30. (Farm equipment) Adv. from Time, Mar. 10, 1952, p. 43. Appl. author: Adolph Jansen, Jr. © 6Mar52; KK71519.

See any of these Ferguson dealers for a showdown demonstration. (Farm equipment) Adv. from the Southern planter, Mar. 1952, p. 19. Appl. author: Adolph Jansen, jr. © 1Mar52; KK72510.

There's a business boom in the prairie provinces - in farming as well as in industry. Adv. from the Financial post, Apr. 26, 1952, p. 48. Appl. author: Adolph Jansen, jr. © 24Apr52; KK73194.

Three-ton farm wagon, built for tractor power. The Ferguson system of mechanized farming. Folder. Appl. author: Dolph Jansen. © 2Jun52; KK74493.

PERKO, JOSEPH FRANK ©.

The Arcadian, literary gems and advertiser. (Advertising magazine and/or paper) Folder. © 1Jun51; KK71261.

FERRANTE, ALEX, d.b.a. Ferrante's Frozen Foods. SEE Ferrante's Frozen Foods.

FERRANTE'S FROZEN FOODS.

Ferrante's famous Italian spaghetti sauce. Ferrante's famous frozen foods. Label. © Alex Ferrante, d.b.a. Ferrante's Frozen Foods; 29Jan52; KK70604.

FERRARA CONFECTIONERY COMPANY ©.

Honey nougats. Net weight 4 1/2 oz. (Confections) Label. Appl. author: Admiral Advertising Agency, inc. © 24Mar52; KK73016.

Honey nougats. Net weight 10 oz. (Confections) Label. Appl. author: Admiral Advertising Agency, inc. © 24Mar52; KK73017.

FESTIVAL CANDY COMPANY.

Winter festival. Delicate thin ribbon candy. Label. © Sevigny's Candy, inc., d.b.a. Festival Candy Co.; 25Apr52; KK73009.

FETTER, Gordon R., sole proprietor, The Orinda Company. SEE Orinda Company.

FIELD (Marshall) and Company. SEE Marshall Field and Company.

FINCH, WILLIAM G.

Flower-soil, a complete potting soil. KK74141. SEE Perry Peat Company, inc.

FINKELSTEIN, Joseph, William Finkelstein and Leonard Kolker, comprising the partnership, Philadelphia Brief Case Company. SEE Philadelphia Brief Case Company.

FINKELSTEIN, SABBATHAI.

Designed for strength, beauty and service. KK71460. SEE Philadelphia Brief Case Company.

Presenting Relion, the handle with the heart of steel. KK71590. SEE Philadelphia Brief Case Company.

FINKELSTEIN, William, Leonard Kolker and Joseph Finkelstein, comprising the partnership, Philadelphia Brief Case Company. SEE Philadelphia Brief Case Company.

FINLAY, JOHN J.

Counter points. KK70323 ... SEE Wayne Knitting Mills.

Imagine, air cooled stockings. KK74020. SEE Wayne Knitting Mills.

The loveliest shades that ever misted a leg. KK70076. SEE Wayne Knitting Mills.

Something beautiful happens to your legs when you wear Belle-Sharmeer. KK71540. SEE Wayne Knitting Mills.

Something beautiful happens to your profits. KK71541. SEE Wayne Knitting Mills.

Such a fitting compliment to your legs. KK71944. SEE Wayne Knitting Mills.

The three most famous girls in retail selling ... KK73067. SEE Wayne Knitting Mills.

You're stocking-free above the knee in new knee-lengths by Belle-Sharmeer. KK73069. SEE Wayne Knitting Mills.

FINLAY, WALTER LEONARD.

Season's greetings. Titanium, the middleweight champion of the structural metals. KK69476. SEE Rem-Cru Titanium, inc.

FINLEY, LUCILLE M. ©.

Sportsman's Hot Hands. (Sports wear) Label. © 18Jan52; KK69617.

FINSTERBACH, FRED C.

Use of the lathe. KK71254. SEE Kearney and Trecker Corporation. Walker-Turner Division.

FIRENZE, ETTORE.

Chicken of the Sea brand bite size tuna. KK73234. SEE Van Camp Sea Food Company, inc.

White Star brand Chicken of the Sea bite size tuna. KK73232. SEE Van Camp Sea Food Company, inc.

White Star brand solid pack Chicken of the Sea fancy tuna. KK73233. SEE Van Camp Sea Food Company, inc.

FIRESTONE PLASTICS COMPANY ©.

The charm of the colony so right in your home. Upholstery woven of Firestone Velon. (Plastics) Adv. from the Saturday evening post, Oct. 27, 1951, p. 129. © 27Oct51; KK71122.

The gaiety of the Stork Club. So right in your home! Upholstery woven of Firestone Velon. (Plastic material) Adv. from the Saturday evening post, Sept. 29, 1951, p. 12. © 29Sep51; KK70091.

Now, an amazing new fabric keeps furniture young through the years! Upholstery woven of Firestone Velon. (Plastic material) Adv. from Saturday evening post, Sept. 8, 1951, p. 15. © 8Sep51; KK70090.

FIRESTONE TIRE AND RUBBER COMPANY.

Choose the tires that are safety proved on the speedway for your protection on the highway. Wilbur Shaw. Adv. from Official program, May 30, 1951, p. 4 of cover. © The Firestone Tire & Rubber Co.; 30May51; KK69556.

Fit and freedom. Have you found the foundation that lives your life. Firestone Contro, the quality elastic yarn. Adv. from Harper's bazaar, Sept. 1951, p. 156. © The Firestone Tire & Rubber Co.; 1Sep51; KK70085.

For 25 years Firestone tires have been giving us long, low-cost mileage. Adv. from Fleet owner, May 1951, p. 8. © The Firestone Tire & Rubber Co.; 1May51; KK71183.

Here's the world's first and only blowout-safe, puncture-proof tubeless tire. The revolutionary new Firestone Supreme. Adv. from Super service station, Sept. 1951, p. 142-143. © The Firestone Tire & Rubber Co.; 1Sep51; KK70922.

The know-how, skill and integrity which gave the world these famous Firestone firsts. (Tires) Adv. from Foreign service journal, Sept. 1951, p. 14. © The Firestone Tire & Rubber Co.; 1Sep51; KK68988.

Some farmers like the open center tire. Others like the traction center tire. Let your soil conditions determine which is the tire for you. Firestone Champion. Adv. from Farm journal, May 1951, p. 21. © The Firestone Tire & Rubber Co.; 1May51; KK69557.

FIRESTONE TIRE AND RUBBER COMPANY. Cont'd.

This Illinois farmer says, I can always depend on Firestone open centers to take me through. More and more open center buyers choose Firestone Champions. (Vehicle tires) Adv. from Country Gentleman, Feb. 1952, p. 37. © The Firestone Tire and Rubber Co.; 1Feb52; KK73842.

This Iowa farmer says: Where other tires hang up, Firestone champions go right on through. Adv. from the Progressive farmer, Dec. 1951, p. 14. © The Firestone Tire & Rubber Co.; 1Dec51; KK71996.

This Nebraska farmer says: Firestone open centers for me. Always buy tires built by Firestone. Adv. from American poultry journal, Oct. 1951, p. 7. © The Firestone Tire & Rubber Co.; 1Oct51; KK70088.

FISCHER, LEE E.

January is Master's Resolution Month. KK69642. SEE Master Products Company.

New, sensational, unique; this amazing new Border-Master is yours for only 25¢. KK69641. SEE Master Products Company.

FISHER FLOURING MILLS COMPANY ©.

Basic recipes. The ones you'll use most frequently with Fisher's Blend flour. Folder. Appl. author: Bernice Orpha Redington. © 10Jan52; KK69374.

Charm your family to the table. Make this new budgeteer, Shrimp boats. Fisher's blend all purpose flour. Adv. from the Seattle times, Jan. 17, 1952, p. 44. Appl. author: Emma McCormick States. © 17Jan52; KK70025.

Charm your family to the table with these new budgeteers. Oregon fruit soup. (Flour and cereal products) Adv. from the Oregon journal, Portland, Or., Jan. 30, 1952, p. 3. Appl. author: Emma McCormick States. © 30Jan52; KK72265.

Charm your family to the table with these new budgeteers. (Recipes. Flour and cereal products) Adv. from the San Francisco chronicle, Jan. 30, 1952, p. 7. Appl. author: Emma McCormick States. © 30Jan52; KK71252.

Go happy, go thrifty, go budgeteering. Fisher's all-purpose Biskit mix. Adv. from the Seattle times, Dec. 13, 1951, p. 53. Appl. author: Lola Barden. © 13Dec51; KK68829.

Go happy, go thrifty, go budgeteering. (Flour and cereal products) Adv. from the Seattle times, p. 22. Appl. author: Mrs. Lola Barden. © 29Nov51; KK68944.

My best friends sent me these recipes, essays, Mary Mills. Fisher's. (Flour, cereals and mixes) Folder. Appl. author: Bernice O. Redington. © 12Mar52; KK72305.

Very smart, these Fisher budgeteers. Smart, yes. In more ways than one. Mrs. Nextdoor Jones knows the way to high style in low-cost foods. (Flour and cereal products) Adv. from the Seattle times, Apr. 2, 1952, p. 22. Appl. author: Trevor H. Evans. © 2Apr52; KK72809.

FITCH Division, Grove Laboratories, inc. SEE Grove Laboratories, inc. Fitch Division.

FITZ, JACOB CHARLES.

Selec, 1000-A ignition waterproofing. KK70707. SEE National Paint Company.

Shoe seal waterproofing compound and lustre booster for shoes and leathergoods. KK70708. SEE National Paint Company.

Siliclear. KK70667. SEE National Paint Company.

FITZGERALD ADVERTISING AGENCY.

America's most demanded neckwear. KK73439. SEE Wembley, inc.

Are you getting your share of pleated tie business? KK71492. SEE Wembley, inc.

Before you open a shipment ... KK70952 ... SEE Wembley, inc.

Bow tie business is big business. KK74301. SEE Wembley, inc.

Consumer demand, have you asked your clerks lately about Wembley tie demand? KK74311. SEE Wembley, inc.

Every customer is pre-sold on Wembley ties. KK70951. SEE Wembley, inc.

February 14, your time to sell ties. KK69695. SEE Wembley, inc.

1st in quality. KK74303. SEE Wembley, inc.

First in quality - first in turnover. Wembley Nor-East Non-Crush ties. KK73217. SEE Wembley, inc.

1st in turnover, crush it, twist it, knot it, not a wrinkle, Nor-East Non-Crush ties. KK73987. SEE Wembley, inc.

The greatest neckwear salesman in the world - it holds pre-sold Wembley ties. KK73215. SEE Wembley, inc.

It isn't a Nor-East tie if it hasn't a Nor-East label. KK74308. SEE Wembley, inc.

The label more highly prized today than ever before. KK71495. SEE Wembley, inc.

Mr. Matthew A. Picozzi, Buyer, Gertz, Jamaica and Flushing, L. I., N. Y. is a member of the Wembley Pre-Sold Club. KK74382. SEE Wembley, inc.

Multiply your tie sales at Easter. KK72596. SEE Wembley, inc.

A must in every men's wear department. KK73438 ... SEE Wembley, inc.

Newest bow-tie selling ideas. KK72595. SEE Wembley, inc.

Over 10,000 of America's finest stores sell Wembley ... KK71493 ... SEE Wembley, inc.

Pre-sold! The moment you order Wembley ties, Wembley advertising, Wembley styling and Wembley merchandising go to work for you. KK73988. SEE Wembley, inc.

Quality far beyond the price. KK69710 ... SEE Wembley, inc.

Selling fast, Wembley Jersey ties of finest one-piece construction. KK74304. SEE Wembley, inc.

There's no business like repeat business. KK71496. SEE Wembley, inc.

3 Wembley fashion ads with 1 big new idea. KK72597. SEE Wembley, inc.

Turnover! KK73436. SEE Wembley, inc.

Wembley dealers: See how Wembley builds a complete new bow tie business for you. KK72598. SEE Wembley, inc.

Wembley means business in bows. KK74572. SEE Wembley, inc.

Wembley \$1.50 neckwear leads the Nation. KK69697. SEE Wembley, inc.

Wembley pleats build repeats ... KK71494 ... SEE Wembley, inc.

Wembley ties pre-sold for you. KK71489. SEE Wembley, inc.

Wembley ties pre-sold thru powerful national advertising. KK71490. SEE Wembley, inc.

Wembley \$2 neckwear first in turnover. KK69696 ... SEE Wembley, inc.

Wembley's kiss of the sun. KK69694. SEE Wembley, inc.

Wembley's white highlite neckwear touched with white. KK69693. SEE Wembley, inc.

What fine stores are re-ordering: Panel pleats \$2.50. KK74310. SEE Wembley, inc.

What's new in neckwear? KK70950. SEE Wembley, inc.

You sell Wembley bows faster because Wembley bows are made better. KK69698. SEE Wembley, inc.

Your customers are pre-sold on Wembley ties. KK73437. SEE Wembley, inc.

FITZGIBBONS BOILER COMPANY, INC. ©.

The Fitzgibbons Boiler, R-Z-U Junior. Sheet. © 9Apr52; KK74571.

FITZPATRICK BROTHERS, INC. ©.

Kitchen Klenzer. Hurts only dirt. For bath tubs, bowls, tile ... Net weight 13 oz. (Powdered scouring soap) Label. © 18Dec51; KK73032

FLAMING PIT, INC.

The Flame Room. It's new; it's different. Grand opening cofe Denver's finest new cocktail room. (Food and drinks) Adv. from the Denver post, Mar. 31, 1952, p. 20. Appl. author: Aubrey E. Pilkington. © The Flaming Pit, inc.; 31Mar52; KK72742.

FLAMINGO ©.

Flamingo plastic patch repair kit. Card. © Matthew Smith, t.a. Flamingo; 17Jan52; KK69596.

FLEER (FRANK H.) CORPORATION ©.

Fun with gum. Fleer's Dubble Bubble. (Chewing gum) Label. © 7May52; KK74460.

FLEXI-PRODUCTS COMPANY ©.

Flexi-List service roll. Folder. Appl. author: Donald F. Rossin. © 15Sep51; KK69008.

Flexi-Pocket, the visible lister of 1,001 uses. Folder. Appl. author: Donald F. Rossin. © 15Sep51; KK69009.

FLEX-O-Glass, inc. d.b.a. Warp Brothers. SEE Warp Brothers.

FLORA, JAMES.

Gene Krupa and his orchestra. KK69958. SEE Columbia Records, inc.

FLORA, ROSAMOND T. ©.

The bride's corner. (Jewelry, china, silver, glassware, etc.) Adv. from Decatur herald, Jan. 30, 1952, p. 15. © 30Jan52; KK70324.

FLORIDA CANDY KITCHEN.

Florida Sunshine taffy. Label. © David W. Dych, d.b.a. Florida Candy Kitchen; 20Nov51; KK68960. Here's a box of Florida Sunshine taffy. Label. © David W. Dych, d.b.a. Florida Candy Kitchen; 7Dec51; KK68959.

FLORIDA FASHIONS, INC. ©.

Brings Florida glamour to you at far less than you expected to pay. (Dresses) Adv. Appl. author: Jack Danowitz. © 23Mar52; KK71557.

FLORIDA FASHIONS, INC. ©. Cont'd.

Excitingly beautiful summer 1952 styles. Florida Fashions. (Clothing) 30 p. Appl. author: Jack Danowitz. © 7Apr52; KK73237.

\$5? You'll agree that the styles belong at this price. Yes, you'll agree it's amazing to get so much beauty for only 2.77 each. (Dresses) Adv. Appl. author: Jack Danowitz. © 6Jan52; KK69343.

Florida Fashions 45 best buys for Easter. (Women's clothes) 24 p. Appl. author: Jack Danowitz. © 8Feb52; KK70828.

Golden Luxury. Florida Fashions. Be first with the new gold look, America's fabulous fabric sensation. (Dresses) Adv. from the Nashville Tennessean magazine, Dec. 2, 1951, p. 37. Appl. author: Jack Danowitz. © 2Dec51; KK68769.

New styles for spring, 1952, Florida Fashions. (Women's apparel) 31 p. Appl. author: Jack Danowitz. © 28Dec51 (in notice: 1952); KK69161.

Yes, it's true. You get more for your money when you buy direct from the maker. Better cotton dresses. Adv. Appl. author: Jack Danowitz. © 9Mar52; KK71479.

FLORSHEIM, HAROLD MILTON.

Style of the times. Once again Florsheim opens a new season in grand style ... KK73539. SEE Florsheim Shoe Company.

FLORSHEIM SHOE COMPANY.

Style of the times. Once again Florsheim opens a new season in grand style ... (Shoes) Pamphlet. Appl. author: Harold Milton Florsheim. © The Florsheim Shoe Co.; 6Mar52; KK73539.

FLOTILL PRODUCTS, INC. ©.

New scientific discovery makes food deliciously sweet without the fattening calories of added sugar. (Low calorie dietetic foods) Adv. from Des Moines Sunday register, May 4, 1952, p. 9W. Appl. author: Tillie Lewis. © 4May52; KK73854.

New Tasti-Diet low calorie dietetic foods. Sweet without the fattening calories of added sugar. Adv. from Des Moines Sunday register, May 18, 1952, p. 7W. Appl. author: Tillie Lewis. © 18May52; KK73855.

FLOWERS, M. FRANK.

Out west with the westerners. KK69813. SEE Flowers, Vada L.

FLOWERS, VADA L.

Out west with the westerners. (Various western merchandise) Adv. from the Yellowstone news, Billings, Mont., Nov. 15, 1951, p. 8. Appl. author: M. Frank Flowers. © 15Nov51; KK69813.

FOAM RUBBER CENTER ©.

If it's Foam rubber, we have it. (Foam rubber products) Adv. from New York times, May 27, 1952, p. 24. Appl. author: Mann-Ellis, inc. © 27May52; KK74437.

Special sale - Foam rubber center now offers top quality pieces at rock-bottom prices. (Foam rubber furniture) Adv. from New York times, June 1, 1952. Appl. author: Mann-Ellis, inc. © 1Jun52; KK74056.

Special sale, join in Foam Rubber Center's wrought iron festival. (Foam rubber products) Adv. from New York times, June 8, 1952, p. 102. Appl. author: Mann-Ellis, inc. © 8Jun52; KK74138.

FOCHTMAN, GERALD C.

Magic recipes. KK72624. SEE Borden Company.

FOLEY (RICHARD A.) ADVERTISING AGENCY, INC.

Now a telephone battery that lasts at least 40 o/o longer ... KK74854. SEE C & D Batteries, inc.

FOLEY, WILLIAM E.

Phonic rummy. KK70403. SEE Kenworthy Educational Service, inc.

FOLGER (J. A.) AND COMPANY ©.

Buy Folger's coffee today; win wonderful Westinghouse prizes. Poster. © 15Dec51; KK69015.

Folger's coffee and Mrs. Klein's prize doughnuts. Tops in flavor. Adv. from Farm and ranch, Oct. 1951, p. 67. Appl. author: Grant Advertising, inc. © 10Oct51; KK71383.

Free, with this coupon, one pound of Folger's coffee. Sheet. © 15Dec51; KK69014.

Win wonderful Westinghouse prizes in Folger's doorbell ringing coffee quiz. Buy Folger's coffee today. Poster. © 15Dec51; KK69016.

FOLTZ-WESSINGER, INC.

Commercial and light industrial motor stoker Crossfeed. KK70093. SEE Hershey Machine and Foundry Company.

Grain handling and processing on the farm. (Electric service) Pamphlet. © 10Jan52; KK69608.

Veelink, the adjustable V-belt. KK69630. SEE Manheim Manufacturing and Belting Company.

Veelos, the adjustable V-belt. KK69629. SEE Manheim Manufacturing and Belting Company.

What do you do when it takes hours, sometimes days, to change belts? KK69609. SEE Manheim Manufacturing and Belting Company.

What do you do when you don't have the right size belt in stock? KK69610. SEE Manheim Manufacturing and Belting Company.

What do you do when your belts get loose or break? KK69611. SEE Manheim Manufacturing and Belting Company.

FOOD MACHINERY AND CHEMICAL CORPORATION ©.

Where purification by distillation is ineffective, impractical or impossible consider Magnesol ... the chemical magnet. Clarify or purify organic solvents. Sheet. © 31May52; KK74864.

FOOTE, CONE AND BELDING.

Anne Hogan elected Miss Rheingold 1952. Step up and congratulate the winner ... Rheingold extra dry lager beer. KK68793. SEE Liebmann Breweries, inc.

April forecast: More Rheingold extra dry customers in your store than ever before. KK74095. SEE Liebmann Breweries, inc.

Art Linkletter's radio special. KK72579 ... SEE Purex Corporation, Ltd.

Aunt Sylvia and the angry husband. KK72582 ... SEE Purex Corporation, Ltd.

Aunt Sylvia and the shabby sheik. KK72578. SEE Purex Corporation, Ltd.

Cheers for the new spring fashions. KK71456. SEE International Latex Corporation.

Don't let old-fashioned pillows give your dad sleepless nights. KK74466. SEE International Latex Corporation.

February forecast: More Rheingold extra dry customers in your store than ever before! KK70436. SEE Liebmann Breweries, inc.

For all Mothers, give the most precious gift of all. KK73551. SEE International Latex Corporation.

The 'GEE' in glamour. KK72586. SEE Cole of California.

Great figure news for back-to-schoolers. KK73561. SEE International Latex Corporation.

Have you heard about Rheingold's big new television program? KK71178 ... SEE Liebmann Breweries, inc.

Have you seen Rheingold's big new television program, ask Anne Hogan, Miss Rheingold 1952. KK74465. SEE Liebmann Breweries, inc.

Heavenly bodies. KK69993. SEE Cole of California.

Herbert Marshall brings you stories. KK71459. SEE Liebmann Breweries, inc.

How to put your best foot forward. KK72584. SEE Cole of California, inc.

Imitated, but never duplicated. KK70107. SEE Liebmann Breweries.

In December more people than ever before will ask you for Rheingold extra dry beer. That's a promise from ... Miss Rheingold 1951, Elise Gammon. Price list. KK68796. SEE Liebmann Breweries, inc.

Introducing invisible Playtex fab-lined girdles with exclusive new Adjust-All garters. KK72698. SEE International Latex Corporation.

Is the wrong pillow robbing you of a good night's sleep? KK72607. SEE International Latex Corporation.

It's changing the haircutting habits of the nation. KK74467. SEE International Latex Corporation. Precision Products Division.

June forecast: More Rheingold extra dry customers in your store than ever before. KK74471. SEE Liebmann Breweries, inc.

The line of least resistance. KK72585. SEE Cole of California, inc.

May forecast: More Rheingold extra dry customers in your store than ever before. KK73556. SEE Liebmann Breweries, inc.

Merry Christmas; Grand Prize beer. KK69085. SEE Gulf Brewing Company.

My beer is Rheingold ... KK68791 ... SEE Liebmann Breweries, inc.

My clothes are designed with a Playtex figure in mind. KK71582. SEE International Latex Corporation.

New Slickut knife set ... Safe for linens because it's pure. KK73960. SEE Purex Corporation, Ltd.

Off Koptert. KK69821. SEE Liebmann Breweries.

\$1.50 knife set for 50¢ ... KK73961 ... SEE Purex Corporation, Ltd.

Only a Playtex girdle lets you feel as free as this and look as slim as this. KK73826. SEE International Latex Corporation.

Our beer is Rheingold, the dry beer, say Olsen and Johnson. KK70417. SEE Liebmann Breweries, inc.

Playtex scoops the girdle world. KK72699. SEE International Latex Corporation.

FOOTE, CONE AND BELDING. Cont'd.

Playtex world's sleepingest pillow now protects your family with this 8 point guarantee! KK69822. SEE International Latex Corporation.

Rembrandt's self-portrait, painted in 1634 ... imitated, but never duplicated. Rheingold Extra Dry, New York City's original extra dry beer. KK68913. SEE Liebmman Breweries, inc.

Roma, America's largest selling wine. KK71025 ... SEE Roma Wine Company.

Smart buying is only half the story. KK74587. SEE Cole of California, inc.

A smooth line. KK74588. SEE Cole of California, inc.

Special Purex bleach offer. KK72583. SEE Purex Corporation, ltd.

Special Purex offer. Carry-all apron handy for clothespins, dust cloths, etc. KK73959. SEE Purex Corporation, ltd.

Special Purex premium offer. KK72581. SEE Purex Corporation, ltd.

Start the new year with a slender new figure. Invisible White Magic, newest Playtex Fab-Lined girdle. KK68915. SEE International Latex Corporation.

Taste; compare, and you change to Grand Prize beer. KK69504 ... SEE Gulf Brewing Company.

10:30 tonight on TV Herbert Marshall tells you another exciting tale of The Unexpected. KK71934. SEE Liebmman Breweries.

Tens of thousands now find 3 cents a haircut is all it costs. KK72172. SEE International Latex Corporation.

The top of the brew tastes best to you. KK70571 ... SEE Gulf Brewing Company.

Wake up, Santa. Let everyone share the gift of sleep. KK71933. SEE International Latex Corporation.

Why only a fine Swiss watch can give you such beauty, precision and value. KK68914. SEE Swiss Federation of Watch Manufacturers.

Why 7 out of 10 jewelers wear fine Swiss watches themselves. KK70105. SEE Swiss Federation of Watch Manufacturers.

Why the watches that make news come from Switzerland. KK73552. SEE Swiss Federation of Watch Manufacturers.

Why you'll be so proud to give a fine Swiss watch. KK72175. SEE Swiss Federation of Watch Manufacturers.

Wrong pillows rob millions. KK71457. SEE International Latex Corporation.

FORD, TIREY L.

It's new. Low cost safety: revolutionary trolley system insulates figure-8-bar conductors. KK73613. SEE Benbow Manufacturing Company.

FORD MOTOR COMPANY ©.

New for your '52 Ford: genuine Ford accessories. 23 p. © 28Jan52; KK70808.

New genuine Ford seat covers. Counter display. © 17Jan52; KK71319.

Right on the job. Genuine Ford truck accessories. See them now. Folder. © 20Mar52; KK71935.

FOREST LAWN MEMORIAL-PARK ASSOCIATION, INC. ©.

At Easter, to love is to remember. Easter flowers may be ordered now from the Forest Lawn flower shop. Folder. © 2Apr52; KK72258.

A correction. Only Forest Lawn provides everything at time of sorrow in one place; undertaking, cemetery, cremation, mausoleum, flower shop, churches. Adv. from Los Angeles times, Jan. 23, 1952, p. 16. © 23Jan52; KK70213.

Greater value. The Valley's own mortuary-cemetery. Forest Lawn Hollywood Hills. Adv. from Van Nuys news, Van Nuys, Calif., Apr. 28, 1952, p. 6. © 28Apr52; KK73428.

Now open. Forest Lawn Hollywood Hills mortuary. Folder. © 29Feb52; KK71653.

Only minutes away, the valley's own mortuary-cemetery. Forest Lawn Hollywood Hills. Adv. from Van Nuys news, Van Nuys, Calif., Mar. 17, 1952, p. 7. © 17Mar52; KK71773.

Thank you for your order. Forest Lawn flower shop. Folder. © 22Apr52; KK73228.

To love is to remember. Your flower service for the memorial of _____ is due for renewal ... Folder. © 22Apr52; KK73229.

To love is to remember, Memorial Day, May 30th. Forest Lawn flower shop. Folder. © 15May52; KK74067.

To love is to remember on Mother's Day. Let flowers say you remembered. Folder. © 5May52; KK73205.

The Valley's own mortuary-cemetery. Forest Lawn Hollywood Hills adjoining Griffith Park. Adv. from the Valley times, North Hollywood, Calif., Apr. 15, 1952, p. 2. © 15Apr52; KK73230.

Your wire received. Forest Lawn flower shop. Adv. from Florists' telegraph delivery news, Feb. 1952, p. 83. © 1Feb52; KK71776.

FORMFIT COMPANY.

Life Bras by Formfit now featuring the new Triple Fit. Adv. Appl. author: Robert Blackburn. © The Formfit Co.; 21Nov51; KK68969.

Only Life Bras by Formfit give you the new Triple Fit. Adv. Appl. author: Robert Blackburn. © The Formfit Co.; 28Aug51; KK68968.

FORNEY, FERDINAND C.

Ker-Chif-Ad. KK71994. SEE Tatum, John L.

FORSBERG (H.) COMPANY.

Improve every sign painting operation with XIM Flash Bond. (Paint primer and sealer) Folder. Appl. author: Harry Forsberg and Sophie Zale, d.b.a. H. Forsberg Co.; 4Apr52; KK74456.

FORSBERG, HARRY.

Improve every sign painting operation with XIM Flash Bond. KK74456. SEE Forsberg (H.) Company.

FORSBERG, Harry and Sophie Zale, d.b.a. H. Forsberg Company. SEE Forsberg (H.) Company.

FORSLUND, CARL, Jr.

Carl Forslund's quaint American Northern Spies. KK71246. SEE Forslund (Carl) inc.

FORSLUND (CARL) INC. ©.

Carl Forslund's quaint American Northern Spies. Picked and packed especially for Eleanor Thomas. (Fruit) Label. Appl. author: Carl Forslund, Jr. © 12Dec51; KK71246.

FORSTMANN WOOLEN COMPANY ©.

Buttoned bolero suit in Forstmann's crisp worsted Tunissette. Little jacket, soft skirt in a perfect fabric translation. (Woolens) Adv. from Vogue pattern book, Apr.-May 1952, p. 2 of cover. Appl. author: Monroe F. Dreher, inc. © 17Mar52; KK72125.

Crisp Porella crepe in soft shirt-waist mood. Shoulder and sleeve shirred in one flattering rounded line ... (Woolens) Adv. from Vogue pattern book, spring 1952, p. 9. Appl. author: Monroe F. Dreher, inc. © 4Jan52; KK72124.

The excellence you expect of Forstmann. The superb quality you associate with the Forstmann label is typified by this knitwear ... (Woolens) Adv. from Holiday, Feb. 1952, p. 69. Appl. author: Monroe F. Dreher, inc. © 16Jan52; KK72119.

Quality, craftsmanship, style. Forstmann 100 % virgin wool. Look for this label; it identifies the finest woolens in the world. Adv. from Life, Dec. 31, 1951, p. 2 of cover. Appl. author: Monroe F. Dreher, inc. © 27Dec51; KK72123.

Quality, craftsmanship, style. Forstmann 100 % virgin wool. Look for this label; it identifies the finest woolens in the world. Adv. from Life, Feb. 11, 1952, p. 2 of cover. Appl. author: Monroe F. Dreher, inc. © 7Feb52; KK72122.

Quality, craftsmanship, style. Forstmann 100 % virgin wool. Look for this label; it identifies the finest woolens in the world. Adv. from Life, Mar. 3, 1952, p. 2 of cover. Appl. author: Monroe F. Dreher, inc. © 28Feb52; KK72121.

Quality, craftsmanship, style. Forstmann 100 % virgin wool. Look for this label; it identifies the finest woolens in the world. Adv. from Life, Mar. 31, 1952, p. 2 of cover. Appl. author: Monroe F. Dreher, inc. © 27Mar52; KK72120.

FORSYTH, STUART L.

Electric heating for homes. User's guide. KK73914. SEE Westinghouse Electric Corporation.

FOSS, WILLIAM R. ©.

Do you want the most attractive home and grounds in your community ... Then come to our nursery and see the Landa-Scope. (Nursery stock) Adv. from the Daily standard, Celina, Ohio, p. 6. © 5Apr52; KK73536.

FOSTER, ADDISON ©.

Rosa Ponselle. Long playing 33 1/3 rpm Microgroove. There are great sopranos ... (Phonograph record) Label. © 16Aug51; KK71631.

FOSTER, FRED F.

Choice candy shop. KK72081. SEE Sperry Candy Company.

FOSTER, R. J.

African violets. Here's why Gurney's plants will grow better for you. KK72479. SEE Gurney Seed and Nursery Company.

FOSTER, R. J.

2 Hydrangea ... \$1.59 ... You can save money, get better nursery stock by buying direct-by-mail from Gurney's. KK72486. SEE Gurney Seed and Nursery Company.

3 Chinese elm ... \$1.50 ... You can save money, get better nursery stock by buying direct-by-mail from Gurney's. KK72487. SEE Gurney Seed and Nursery Company.

FOSTER Trading Corporation, d.b.a.
T. W. Samuels Distillery. SEE Sam-
uels (T. W.) Distillery.

FRAME, E. BARTRAM.
Monarch nozzle and firebox selector.
KK74294. SEE Monarch Manufacturing
Works, inc.

FRANK, HALBERT.
National disposer, model 35-Cs. Gar-
bage? KK69081. SEE National Rubber
Machinery Company.

FRANZ, ALEX T., Jr.
A cubic inch adds up to an acre of
adsorption. KK74402. SEE Culli-
gan Zeolite Company.

Cul prices reduced. Here's a plain
... reason why you should use won-
derful all-purpose Cul soap ...
KK68756. SEE Culligan Zeolite Com-
pany.

Culligan desiccants, ideal for method
II dehydrated packaging. KK74393.
SEE Culligan Zeolite Company.

Culligan soft water service. KK70661.
SEE Culligan Zeolite Company.

The greatest washing and cleaning
team ever offered. KK73004 ...
SEE Culligan Zeolite Company.

Let your mirror tell you filtered
soft water is kind to your complex-
ion. KK71746. SEE Culligan Zeo-
lite Company.

The mark of modern living. KK71744
... SEE Culligan Zeolite Company.

Now the benefits of Culligan soft
water service are available to
commercial and industrial establish-
ments with the revolutionary
Culligan commercial-service header.
KK70664. SEE Culligan Zeolite
Company.

100 good reasons for using soft
water. KK70662. SEE Culligan
Zeolite Company.

700,000 friendly Hellos. KK70663.
SEE Culligan Zeolite Company.

This spring Culligan presents Command
performance, featuring Culligan
soft water service. KK70665. SEE
Culligan Zeolite Company.

FRAZIER, JOHN S.
Frazier's superfine tomato catsup.
KK69677. SEE Frazier Packing
Corporation.

FRAZIER PACKING CORPORATION ©.
Frazier's superfine tomato catsup.
Contents 14 oz. avd. Label.
Appl. author: John S. Frazier.
© 31Jul51; KK69677.

FREDERICK'S OF HOLLYWOOD, INC. ©.
Frederick's fun fashions. Spring and
summer '52. (Ladies' apparel)
24 p. © 3Mar52; KK71094.

Hollywood playtime fashions by Fred-
erick's. (Ladies' apparel) 14 c23
p. © 2May52; KK74206.

Hurry, hurry, hurry. See what's new
for '52. Gigantic parade of gabar-
dine suits. Dazzling two-piece out-
fits to wear everywhere. Pamphlet.
© 2Jan52; KK69247.

FREEDMAN, SAMUEL ©.
Correct measurement guide.
(Measuring tape) Label. © 10Dec51;
KK70501.

Correct measurement guide. (Measur-
ing tapes) Label. © 10Dec51;
KK69116.

FREEDOM, TOM C.
Set-up and operating instructions,
with parts list. AMPl-Press, no.
69011. Instruction manual no. 130-
69011-320950. KK68807. SEE
Aircraft-Marine Products, inc.

FREEDOM-VALVOLINE OIL COMPANY ©.
Valvoline F. C. heavy duty motor
oil. Complies with MIL-O-2104
specification. Label. © 14Dec51;
KK69831.

FREEL, CATHERINE.
Beauty news: exciting cosmetic acts
as a face lift. KK72688. SEE
Denney, Frances.

FREEMAN, D. A.
The best costs no more. KK71972.
SEE Davis Specialties, inc.
Davis fabric-renewing press plates.
KK71608. SEE Davis Specialties,
inc.
Extra features that make extra sales
found only in Davis-Uniflex hose.
KK72873. SEE Davis Specialties,
inc.
How to make sure of greatest produc-
tion and utmost profit from every
press. KK72874. SEE Davis
Specialties, inc.
There's a lot of new business in re-
placing old press plates ...
KK73139. SEE Davis Specialties, inc.

The world's finest pressing surface!
Restore newness to all garments ...
KK72791. SEE Davis Specialties,
inc.

FREEMAN, DAVID A.
Bag-O-Teer. KK73150. SEE Bishop
(G. H.) Company.
Don't let in between operations steal
the profits in your laundry.
KK70149. SEE Bishop (G. H.) Company.
The key to bigger bundles is better
shirts. KK73235. SEE Bishop (G. H.)
Company.

FREIWALD AND COLEMAN.
Top yields of quality corn. KK69717
... SEE Synthetic Nitrogen Products
Corporation.
With Premier, it's easy to pep-up
your soil. KK72885. SEE
Premier Peat Moss Corporation.

FREUND (MORTON) ADVERTISING AGENCY, INC.
Balanced tailoring makes Timely
clothes ... KK71209 ... SEE
Timely Clothes, inc.
How to be comfortable with your
clothes on. KK72425. SEE Timely
Clothes, inc.

FREYDBERG (G., H. AND E.) INC. ©.
Matchmate stripes 'n solids in Mary
Jane denim playclothes-separates.
(Dresses and play clothes) Adv.
from Infants' & Children's review,
Mar. 1952, p. 59. Appl. author:
Friend-Sloane Advertising, inc.
© 25Feb52; KK74433.

FRIBERG, ARNOLD.
Mountie leading wagon train across
stream. Northwest Pedigreed papers.
KK69646. SEE Northwest Paper
Company.

Mountie offset, a Northwest pedigreed
paper. KK71432. SEE Northwest
Paper Company.

FRIDEN CALCULATING MACHINE COMPANY,
INC. ©.
Friden makes figure-work ABC simple in
office, factory and store. (Auto-
matic calculator) Adv. from Time
magazine, Apr. 7, 1952, p. 88. Appl.
author: J. Walter Thompson Co.
© 4Apr52; KK72446.

In industrial plant and village store,
simplest of all ways to figure is
on the Friden, the thinking
machine of American business.
Friden is the fully-automatic
calculator. Adv. from Time, Jan.

7, 1952, p. 69. Appl. author:
J. Walter Thompson Company.
© 4Jan52; KK68980.

It's finger snap simple to figure per-
centages on the Friden. The thinking
machine of American business. Adv.
from Time, May 5, 1952, p. 107.
Appl. author: J. Walter Thompson Co.
© 3May52; KK73225.

The thinking machine of American
business, Friden simplifies the
big 3 figure chores. (Automatic
calculator) Adv. from Time,
June 9, 1952, p. 115. Appl.
author: J. Walter Thompson Co.
© 6Jun52; KK74398.

World's simplest way to handle pay-
roll calculations is on the Friden,
the thinking machine of American
business. Adv. from Time, Feb. 4,
1952, p. 81. Appl. author: J. Wal-
ter Thompson Co. © 1Feb52;
KK70216.

FRIEDMAN, ALLEN.
Play by day, glows at nite. KK72752.
SEE Mitten Toy Manufacturing Com-
pany, inc.

FRIEDMAN, LESTER A.
Always the same high quality.
Chicken of the Sea bite size
tuna. KK69331. SEE Van Camp
Sea Food Company, inc.

Be tuna smart, be tuna sure.
KK71282. SEE Van Camp Sea Food
Company, inc.

Now, quick frozen Pictsweet, 6 in-
stant waffles. KK68737. SEE Pict-
sweet Foods, inc.

Our little Chicken of the Sea gives
you tuna filets. KK71738. SEE
Van Camp Sea Food Company, inc.

Pictsweet for you. KK70923. SEE
Pictsweet Foods, inc.

Today, and for 35 years. KK71110.
SEE Van Camp Sea Food Company, inc.

Yours, this new exclusive hot'n cold
slicer, for only 50¢ in coin.
KK74074. SEE Van Camp Sea Food
Company, inc.

FRIEDMAN, William, d.b.a. United Print
Shop. SEE United Print Shop.

FRIEND-SLOANE ADVERTISING, INC.
Matchmate stripes 'n solids in Mary
Jane denim playclothes-separates.
KK74433. SEE Freyberg (G., H. and
E.) inc.

FRISCHLIGN, MEYER.
Hercules Freezout, a high quality,
efficient and economical anti-freeze
for mortar and cement. Speeds-up
setting time, increases density and
hardness. KK68860. SEE Building
Products, inc.

FROST TOY COMPANY ©.
Alphabet color and printing set.
Label. Appl. author: Paul D.
Robinson. © 10Mar52; KK71159.
Instructions. This set has been
carefully designed to teach letters,
words, numbers and coloring. ...
(Rubber stamp printing set for
children) Pamphlet. Appl. author:
Paul D. Robinson. © 10Mar52;
KK71158.

FRUIT DISPATCH COMPANY ©.
Chiquita Banana. Label. © 15Oct51;
KK68963.

FULLER, THOMAS R.
4 new ways to make more profits with
Moe Light. KK70471. SEE
Moe Light, inc.
Introducing two lighting innovations
by Moe Light! KK70786. SEE
Moe Light, inc.

FULLER, THOMAS R. Cont'd.

More profits for you! KK70787. SEE Moe Light, inc.

FULLER AND SMITH AND ROSS, INC.

Ah, magic aroma. This coffee pot went to college. Wear-Ever aluminum. You'll get compliments every day for coffee made the Wear-Ever way. KK69407. SEE Aluminum Cooking Utensil Company.

Bacon and eggs in 3 minutes. KK70292 ... SEE Westinghouse Electric Corporation.

Calling all coffee lovers. KK70154. SEE Aluminum Cooking Utensil Company.

Cruise where the Wild Chataigne blooms. KK71833. SEE Alcoa Steamship Company.

Cushions the load at half the cost. N-B-M Silver Babbitt performance proves profitable to industry. KK69406. SEE American Brake Shoe Company.

50 tons of glass locked in for the long haul. KK74873. SEE Evans Products Company.

I want Rogers sterling in my house. KK71834 ... SEE International Silver Company.

Music sounds better on a Webcor disk-changer. All cphonograph records sound better on a Webcor ... KK69403. SEE Webster-Chicago Corporation.

Need powerhouse heat output? KK72419. SEE Evans Products Company.

New Rogers Sterling gifts for 3,899,999 new customers. KK74872. SEE International Silver Company.

An old friend writes. Mrs. Smith, they're college educated now. KK71835. SEE Aluminum Cooking Utensil Company.

Play all records from any location on a Webcor Diskchanger. KK71838. SEE Webster-Chicago Corporation.

Play all 3 size records on a Webcor Diskchanger. KK71837. SEE Webster-Chicago Corporation.

These are the beautiful Rogers sterling patterns! And these are the wholesalers who serve you. KK73636. SEE International Silver Company.

These drums won't take a beating. KK74874. SEE Evans Products Company.

This half a load is better than one. KK72420. SEE Evans Products Company.

This Rogers sterling special offer pulls traffic. KK72418. SEE International Silver Company.

Your money grows on the Evaneer tree! Of course, plywood isn't made quite this easily. KK73634. SEE Evans Products Company.

FULTON BAG AND COTTON MILLS @.

At last, a highly satisfactory Rodent-Repellent treated bag. Sheet. Appl. author: Herbert A. Rogers. © 20May52; KK73664.

FUNK, REBECCA M. @

Original Rain Pal, folds in your purse. Takes no more space than your flat compact. Out in a jiffy. (Container for wet umbrella) Sheet. Appl. author: Ruth Boes Herr. © 24May52; KK73852.

FUNNELL, WALTER LEWIS.

For efficient, economical vibration control, Korfund Elasto-Rib. KK73400. SEE Korfund Company, inc.

G

GAFFNEY, JOHN MICHAEL.

Powell muffler built stronger to last longer. KK72730. SEE Powell Muffler Company, inc.

Pow-R-ide. Amazing! New! Packed Hollywood type muffler. KK74505. SEE Powell Muffler Company, inc.

GALENES, HARRY A.

Zola No-Stik powder. KK70016. SEE Zola Products Company, inc.

GANN, MARY LOUISE.

The original Tidy Bear. KK70028. SEE Tidy Toy Company.

GANZ (A. J.) COMPANY.

Draype towel holder. Attaches in seconds to wood, tile or metal. No tools required. Label. © Albert J. Ganz, d.b.a. A. J. Ganz Co.; 2Apr52; KK72218.

GANZ, Albert J., d.b.a. A. J. Ganz Company. SEE Ganz (A. J.) Company.

GARDINER MANUFACTURING COMPANY, INC. @.

Has 101-uses. 101 whitens clothes, removes stains, disinfects, deodorizes. Contents 1 gallon. (Sodium hypochlorite solution) Label. © 1Apr52; KK72063.

GARRATT-CALLAHAN COMPANY @.

The new Garicals boiler treatment liquid. An advanced scientific boiler water treatment for hard water conditions containing an added new chemical. Folder. Appl. author: Augustus H. Baker. © 14Mar52; KK72292.

GARRISON (W. W.) AND COMPANY.

Announcing diamond jubilee Gibson. KK71274. SEE Gibson Refrigerator Company.

Both in sales and installation White makes it a snap, says J. C. Busby. White Water-Hotter. Yes, it's a snap to install White's porcelain table top electric water heater. KK68803. SEE White Products Corporation.

Don't let this or any winter find you without plenty of hot water always on tap! KK70761. SEE White Products Corporation.

Flash, lowest priced 9 cu. ft. automatic defrosting refrigerator \$349.95. KK72853. SEE Gibson Refrigerator Company.

For you, a Diamond Jubilee Gibson. Announcing your new 2-door combination electric refrigerator and home freezer. KK69623. SEE Gibson Refrigerator Company.

Gas or electric hot water heaters: No manufacturer has ever given us ... a better product than Water-Hotter, says Michael E. Kaplan. It's the net that makes us so enthusiastic ... writes Charles Reed. KK68802. SEE White Products Corporation.

Gee, Mom will need plenty hot water for us kids tonight. KK72310. SEE White Products Corporation.

I feel like a bride again! It's so much fun keeping house with my White Water-Hotter. KK73992. SEE White Products Corporation.

More take home profit with new Gibson. KK73991. SEE Gibson Refrigerator Company.

Now, your once-in-75-years sales promotion. Gibson diamond jubilee electric home freezers. Quick-freeze compartment ... Hermetically sealed unit ... Counterbalanced lid ... KK68800. SEE Gibson Refrigerator Company.

One easy turn of magic ups-a-daisy dial. KK71275. SEE Gibson Refrigerator Company.

Only Gibson offers exclusive "buy now" features that "big diamonds for dealers!" KK70462. SEE Gibson Refrigerator Company.

Only once in 75 years do you have a sales opportunity like this. KK68801 ... SEE Gibson Refrigerator Company.

Our dealers enjoy bigger volume, lower costs and better net profits because of White's quality features! KK73989. SEE White Products Corporation.

Quality styling features at 1952 lowest prices. KK72652. SEE Gibson Refrigerator Company.

Quality that builds respect. KK71273. SEE White Products Corporation.

Sales come a lot easier with White hot water heaters; says Mr. L. Gioletti. White Water-Hotter. Electric, round and table top models. Gas, round models only. KK68804. SEE White Products Corporation.

This is your ad program for 1952 when you identify yourself with White new self-selling Water Hotter automatic water heaters. KK69621. SEE White Products Corporation.

Whether for men's work or women's ... KK72653. SEE White Products Corporation.

White's quality features sure pay off for our dealers in bigger volume, lower costs and better net profits! KK73990. SEE White Products Corporation.

GASCHE, FRED.

A new series of standard valves and fittings for 9/16" x 5/16" tubing. KK74356. SEE Autoclave Engineers, inc.

GATES RUBBER COMPANY.

Home and farm v-belt news. (Rubber goods) Folder. © The Gates Rubber Co. Dec. 1951. Appl. author: William Samuel Hattwick. © 10Dec51; KK68912.

Feb. 1952. Appl. author: Jack Keenus Gilligan. © 15Feb52; KK70872.

Apr. 1952. Appl. author: Jack Keenus Gilligan. © 30Apr52; KK73610.

Industrial hose reporter. Gates. Folder. © The Gates Rubber Co. Dec. 1951. Appl. author: Grosvenor Ayres Kennedy. © 4Dec51; KK68909.

Industrial news. (Rubber goods) Folder. © The Gates Rubber Co.

Dec. 1951. Appl. author: Grosvenor Ayres Kennedy. © 27Nov51; KK68910.

Jan. 1952. Appl. author: Grosvenor Ayres Kennedy. © 21Jan52; KK69963.

Feb. 1952. Appl. author: Grosvenor Ayres Kennedy. © 6Jan52; KK69278.

Mar. 1952. Appl. author: Grosvenor Ayres Kennedy. © 12Feb52; KK72037.

Apr. 1952. Appl. author: Grosvenor Ayres Kennedy. © 28Mar52; KK72177.

May 1952. Appl. author: Grosvenor Ayres Kennedy. © 29Apr52; KK73558.

June 1952. Appl. author: Grosvenor Ayres Kennedy. © 27May52; KK74530.

July 1952. Appl. author: Grosvenor Ayres Kennedy. © 13Jun52; KK74833.

GATES RUBBER COMPANY. Cont'd.

Industrial reporter. Gates. Folder.
 © The Gates Rubber Co.
 Jan. 1952. Appl. author: Grosvenor Ayres Kennedy. © 22Jan52; KK69964.
 Mar. 1952. Appl. author: Grosvenor Ayres Kennedy. © 7Mar52; KK71589.
 May 1952. Appl. author: Grosvenor Ayres Kennedy. © 6May52; KK73557.
 July 1952. Appl. author: Grosvenor Ayres Kennedy. © 14Jun52; KK74834.
 Pocket fan belt finder. Gates. (Rubber goods) Card. Appl. author: Burton Seely Morwood. © The Gates Rubber Co.; 16May52; KK74835.

GAYLORD PRODUCTS, INC. ©.

Gayla Hold-Bob, the biggest selling brand of bobby pins, now rubber tipped. Today the world's greatest line of bobby pins is even greater. Gayla Velvet-Tip. Adv. from Notion & novelty review, Jan. 1952, p. 70-71. © 2Jan52; KK69411.
 Gayla Velvet-Tip bobby pins, the winner and new champion. Certified figures prove that Gayla bobby pins outsell all other brands. Adv. from Notion & novelty review, Nov. 1951, p. 13. © 1Nov51; KK69420.
 It takes more than rubber tips for real bobby pin sales! Only Gayla Hold-Bob rubber tipped bobby pins give you everything. Adv. from American druggist, Feb. 4, 1952, p. 62-63. © 4Feb52; KK70169.
 She knows the difference, do you? So go modern - go Gayla - for real hair net business. Adv. from American druggist, Apr. 28, 1952, p. 57. © 28Apr52; KK73329.

GAYMONT, S.

The simple 1, 2, 3 way of making delicious yogurt. KK71691. SEE Gaymont Laboratories, inc.

GAYMONT LABORATORIES, INC. ©.

The simple 1, 2, 3 way of making delicious yogurt with the original Dr. Gaymont's yogurt culture. Folder. Appl. authors: Gaymont Laboratories, inc. and S. Gaymont. © 1Feb52; KK71691.

GEIGER (J. W.) AND COMPANY.

Paint soap for removing paint, tar, grease and grime from hands and face. Washes off with water. 4 fluid oz. net. Label. © James W. Geiger and Raymond J. Bass, a partnership comprising J. W. Geiger & Co.; 15Jan52; KK71686.

GEIGER, James W. and Raymond J. Bass, a partnership comprising J. W. Geiger and Company. SEE Geiger (J. W.) and Company.

GEISLER, WALTER H.

Here are reproduction proofs ... of the Hamilton watches ... KK72439. SEE Hamilton Watch Company.

GILLING, WALTER E.

General flowsheet for H. M. S. no. 3. KK70689. SEE Western Machinery Company.
 General flowsheet for H. M. S. no. 3A. KK70693. SEE Western Machinery Company.

GEM RUBBER CORPORATION ©.

Singin' in the rain. Gemflex Boot-Eze. (Rain boots) Adv. from New York times, Mar. 16, 1952, p. 59. Appl. author: Mann-Ellis, inc. © 16Mar52; KK71298.

GEMEX COMPANY ©.

Gemextra. An idea guide for extra profits. (Watch bands) Folder. Appl. author: Harold Reiss.
 Dec. 1951. © 20Nov51; KK68844.
 Jan. 1952. © 20Dec51 (in notice: 1952); KK69087.
 Feb. 1952. © 18Jan52; KK69546.
 Mar. 1952. © 14Feb52; KK71011.
 Apr. 1952. © 19Mar52; KK71499.
 May 1952. © 21Apr52; KK73252.

GENERAL AMERICAN TRANSPORTATION CORPORATION ©.

Filters. Process Equipment Division. 18 p. Appl. author: Weiss & Geller, inc. © 1Apr52; KK73173.

GENERAL BAKING COMPANY ©.

Bond protein bread. Label. © 21Jan52; KK69931.
 Rice's Blossom bread; delicatessen rye. Label. © 13Dec51; KK69291.

GENERAL CABLE CORPORATION ©.

I am industry, 1952. (Cable) Adv. from Newsweek, Apr. 21, 1952, p. 8-9. Appl. author: Hicks & Greist, inc. © 21Apr52; KK73072.
 I am industry: 1952. Ushered into a new world, I had a bustling, brawling, bruising youth ... (Cables) Adv. from the New York times, Apr. 8, 1952, p. 21. Appl. author: Hicks & Greist, inc. © 8Apr52; KK72998.

In the American tradition. Behind the biggest news story of the year ... (Cables) Adv. from the New York times, Mar. 4, 1952, p. 17. Appl. author: Hicks & Greist, inc. © The General Cable Corp.; 4Mar52; KK73006.

A strong America is the bulwark of freedom. Our country derives its strength from its unconquerable force of fighting men ... (Wiring and cables) Adv. from Time, Jan. 7, 1952, p. 46-47. Appl. author: Hicks & Greist, inc. © 7Jan52; KK69541.

A strong America is the bulwark of freedom. Where are the stockpiles of yesterday? (Cable) Adv. from Time, Feb. 11, 1952, p. 98-99. Appl. author: Hicks & Greist, inc. © 11Feb52; KK73054.

A strong America is the bulwark of freedom. (Wiring & cables) Adv. from New York world-telegram and sun, Jan. 7, 1952, p. 13. Appl. author: Hicks & Greist, inc. © 7Jan52 (in notice: 1951); KK70121.

GENERAL ELECTRIC COMPANY ©.

Adding to television enjoyment. Through sponsorship of outstanding programs, General Electric contributes further to the industry it helped establish. Painted by Elmore J. Brown. (Television equipment) Poster. © 1Dec51; KK70855.

All is clear, all is bright. You can put your confidence in General Electric. (Television receivers) Adv. from the Saturday evening post, Dec. 15, 1951. Appl. author: Maxon, inc. © 15Dec51; KK68930.

Beginning the electrification of America. The opening of Thomas A. Edison's Pearl Street generating station in New York just seventy years ago this month ... Painted by William Smith. (Electric power) Poster. © 1Dec51; KK70847.

Challenge for electric power. Warning lights blink, barriers go up, and the massive spans of the George P. Coleman Memorial Bridge swing to

let a Navy vessel continue up the historic York River in Virginia. The power is provided by G-E motors ... Painted by Joseph Chenoweth. Poster. © 1Dec51; KK70854.

Electric power at work. Wherever electric equipment is called upon to do big jobs, as in these giant ore-unloaders ... men put their confidence in General Electric. Painted by Joseph Chenoweth. Poster. © 1Dec51; KK70846.

Electronics research clears way for 2053 TV stations. Adv. from Life, p. 14. Appl. author: Maxon, inc. © 16Jun52; KK74403.

For 3 out of 4 of your welding jobs, G. E. AC welders. Folder. © 12Mar52; KK72142.

A G-E aim: to help other industries serve you better. To get a fat log off a sandbar, the old way of peaveys and stout crews of lumberjacks is still best. But in other respects the forest-products industries have been steadily modernizing ... Painted by Warren Baumgartner. (Electric equipment) Poster. © 1Dec51; KK70850.

Here's how to assure good welding fit-up. Save time ... use good techniques and the right electrode for the job. General Electric. Adv. from the Welding engineer, Dec. 1951, p. 4. © 1Dec51; KK69443.

Improving tunnel travel. General Electric developments help make travel easier, safer in the Brooklyn-Battery Tunnel. Painted by Elmore J. Brown. (Fluorescent lamps) Poster. © 1Dec51; KK70852.

Merry Christmas. Displaying presents that will give pleasure throughout the year, the independent dealers who sell and service General Electric home appliances, radios, and television sets are a part of Christmas in most American communities. Painted by Adolph Treidler. Poster. © 1Dec51; KK70845.

More fight per pound, more TV per dollar both aided by G-E electronics research in germanium. Adv. Appl. author: Maxon, inc. © 19May52; KK73512.

New ideas in homemaking. They'll do things differently, this new generation of homemakers studying now in America's home economics classrooms. Painted by Tran Mawicke. (Electrical appliances) Poster. © 1Dec51; KK70844.

A new line of metal-clad switchgear. Adv. from Distribution, Jan. 1952, p. 21-22. © 26Nov51; KK71260.

New vistas for air travel. Developed originally for military use, the jet engine gives promise of opening up a new era of public air transport. Painted by Tran Mawicke. Poster. © 1Dec51; KK70849.

New ways for old industries. General Electric electronics devices help today's fishing fleet work more economically and in greater safety. Painted by Tore Asplund. Poster. © 1Dec51; KK70848.

Power for America's pipelines. Heart of this station which keeps natural gas moving along a Western pipeline is a new kind of turbine designed by General Electric. Painted by Peter Hurd. Poster. © 1Dec51; KK70851.

GENERAL ELECTRIC COMPANY ©. Cont'd.

Power for the farmer. Electric service has been extended today to more than 90 per cent of America's farms. Painted by Paul Sample. Poster. © 1Dec51; KK70853.

Welding Electrode Comparator. Scale. © 18Apr52; KK73303.

Your security and well-being strengthened by G-E electronics research in 3 great laboratories. Adv. from Life, Apr. 21, 1952, p. 2 of cover. Appl. author: Maxon, inc. © 21Apr52; KK73267.

GENERAL FIREPROOFING COMPANY.

1951 annual report. (Chairs, desks, tables, filing cabinets) Pamphlet. © The General Fireproofing Co.; 29Feb52; KK71756.

Steel shelving and storage equipment. Catalog no. 416. 80 p. (Form F740) © The General Fireproofing Co.; 15Jul41; KK73050.

Super Carder. New card record desk. (Filing cabinets) 15 p. © The General Fireproofing Co.; 11Jan52 (in notice: 1951); KK69806.

GENERAL FOODS CORPORATION ©.

Brand new cereal with a brand new taste. New Post's Corn-fetti. Adv. from Dayton news, Dayton, Ohio, Feb. 1, 1952. Appl. author: Young & Rubicam, inc. © 1Feb52; KK74629.

Eat like spring all winter, with Birds Eye. (Frozen foods) Adv. from Western family, Jan. 10, 1952, p. 6. Appl. author: Young & Rubicam, inc. © 10Jan52; KK74641.

Free of extra cost, full-size package of amazing new Weather-Pruf brand salt. Adv. from Tampa morning tribune, Tampa, Fla., Apr. 3, 1952, p. 18. Appl. author: Benton & Bowles, inc. © 3Apr52; KK72619.

Hottest news in cold cereals. Post's Corn-fetti. Adv. from Yankee food merchant, Feb. 19, 1952. Appl. author: Young & Rubicam, inc. © 19Feb52; KK74635.

How to make perfect tapioca pudding. Minute tapioca. (Teacher's lesson plan) Folder. © 1Dec51; KK70899.

It's here. The world's first truly free-pouring salt. Diamond crystal new Weather-Pruf salt. Adv. from Orlando evening star, Orlando, Fla., Apr. 10, 1952, p. 6. Appl. author: Benton & Bowles, inc. © 10Apr52; KK72386.

Jam session. A 60-frame color slide film which shows how to make perfect jellies and jams by today's time-saving success methods. (Pectins) Folder. © 1Feb52; KK70732.

Jam session. Certo and Sure-Jell. (Teacher's guide to slide film) Folder. © 1Feb52; KK70901.

Jolly new cereal with magic sugar coat. Post's Corn-fetti. Adv. from Mansfield news-journal, Mansfield, Ohio, Jan. 31, 1952. Appl. author: Young & Rubicam, inc. © 31Jan52; KK74634.

Jolly new cereal with magic sugar coat. Post's Corn-fetti. Adv. from Mansfield news-journal, Mansfield, Ohio, Feb. 12, 1952. Appl. author: Young & Rubicam, inc. © 12Feb52; KK74631.

Kids go for this jolly new cereal. Corn-Fetti. 24-sheet poster. © 1Apr52; KK74269.

Kids go for this jolly new cereal. Post's Corn-Fetti. 24-sheet poster. © 1Apr52; KK72547.

Modern rice, an exciting discovery. Minute rice. (Teachers' lesson plan) Folder. © 1Dec51; KK70900.

New, brand new cereal with a brand new taste. Post's Corn-fetti. Adv. from Dayton news, Dayton, Ohio, Jan. 24, 1952, p. 39. Appl. author: Young & Rubicam, inc. © 24Jan52; KK74628.

New, different breakfast cereal. Post's Corn-fetti. Adv. from Mansfield news-journal, Mansfield, Ohio, Mar. 17, 1952. Appl. author: Young & Rubicam, inc. © 17Mar52; KK74630.

New Post's Corn-fetti. (Cereal) Adv. from Mansfield news-journal, Mansfield, Ohio, Jan. 24, 1952. Appl. author: Young & Rubicam, inc. © 24Jan52; KK74632.

New Post's Corn-fetti. (Cereal) Adv. from Marion star, Marion, Ohio, Feb. 7, 1952. Appl. author: Young & Rubicam, inc. © 7Feb52; KK74633.

New salt discovery. Wonderful new Weather-Pruf salt is the world's first truly free-pouring salt. Adv. from Orlando evening star, Orlando, Fla., Mar. 27, 1952, p. 28. Appl. author: Benton & Bowles, inc. © 27Mar52; KK71956.

New salt discovery. Wonderful new Weather-Pruf salt is the world's first truly free-pouring salt. Adv. from Portland evening express. Appl. author: Benton & Bowles, inc. © 3Apr52; KK72617.

New salt miracle. Great new Weather-Pruf brand salt. The world's most free-pouring salt. Adv. from State journal, Lansing, Mich., Mar. 20, 1952, p. 42. Appl. author: Benton & Bowles, inc. © 20Mar52; KK71825.

New salt miracle. Great new Weather-Pruf brand salt, the world's first truly free-pouring salt. Adv. from the Minneapolis star, Apr. 3, 1952, p. 16. Appl. author: Benton & Bowles, inc. © 3Apr52; KK72622.

New salt miracle. Great new Weather-Pruf brand salt, the world's first truly free-pouring salt. Adv. from the Pittsburgh press, Apr. 3, 1952, p. 34. Appl. author: Benton & Bowles, inc. © 3Apr52; KK72621.

New salt miracle. New diamond crystal Weather-Pruf brand salt, the world's first truly free-pouring salt. Adv. from the Atlanta journal, Apr. 3, 1952, p. 72. Appl. author: Benton & Bowles, inc. © 3Apr52; KK72618.

New salt miracle. New diamond crystal Weather-Pruf brand salt, the world's first truly free-pouring salt. Adv. from World-telegram and sun, Apr. 3, 1952, p. 17. Appl. author: Benton & Bowles, inc. © 3Apr52; KK72620.

New salt miracle. New diamond crystal Weather-Pruf salt, the world's first truly free-pouring salt. Adv. from Evening news, Harrisburg, Pa., Mar. 27, 1952, p. 28. Appl. author: Benton & Bowles, inc. © 27Mar52; KK71955.

New salt miracle. New diamond crystal Weather-Pruf salt, the world's most free-pouring salt. Adv. from State journal, Lansing, Mich., Mar. 13, 1952, p. 38. Appl. author: Benton & Bowles, inc. © 13Mar52; KK71323.

Now's the time for Jell-O; gelatin dessert. Adv. from Life, Mar. 24, 1952. Appl. author: Young & Rubicam, inc. © 21Mar52; KK74636.

Now's the time for Jell-O; gelatin dessert. Adv. from Newport news, Newport, R. I., Mar. 4, 1952. Appl. author: Young & Rubicam, inc. © 4Mar52; KK74637.

Salt miracle! The world's first truly free-pouring salt! Diamond crystal Weather-Pruf salt. Adv. from Orlando evening star, May 1, 1952, p. 18. Appl. author: Benton & Bowles, inc. © 1May52; KK73300.

Treasures for the making. A teacher's guide. (Pectin) Folder. © 1Feb52; KK70733.

2 for 1 bonus offer on amazing new Weather-Pruf salt. Adv. from Erie times, Erie, Pa., June 5, 1952. Appl. author: Benton & Bowles, inc. © 5Jun52; KK74685.

2 for 1 bonus offer on amazing new Weather-Pruf Salt. Diamond crystal new Weather-Pruf Salt. Adv. from Times-herald, Newport News, Va., May 15, 1952, p. 33. Appl. author: Benton & Bowles, inc. © 15May52; KK73850.

We catch them in the cold, cold Atlantic where the haddock grow sweetest. Birds Eye frosted foods. Adv. from Life, Feb. 18, 1952. Appl. author: Young & Rubicam, inc. © 15Feb52; KK74638.

GENERAL FOODS CORPORATION. ASSOCIATED PRODUCTS DIVISION.

Now's the time for Jell-o. Adv. from Life, Mar. 17, 1952. Appl. author: Young & Rubicam, inc. © 14Mar52; KK73565.

GENERAL FOODS CORPORATION. BIRDS EYE SNIDER DIVISION ©.

Betcha Birds Eye tastes better than anything. (Frozen foods) Adv. from Western family, Feb. 7, 1952, p. 12. Appl. author: Young & Rubicam, inc. © 7Feb52; KK74642.

Brand-new fruit juice thriller! Birds Eye frosted foods. Concentrated pineapple juice. Adv. from New Haven, Conn. register, Sept. 18, 1951, p. 4. Appl. author: Young & Rubicam, inc. © 18Sep51; KK70722.

Delicious eatin', can't be beaten, Birds Eye, rahi! Birds Eye peas taste better. Birds Eye frosted foods. Adv. from St. Louis, Mo. post dispatch, Sept. 13, 1951, p. 14D. Appl. author: Young & Rubicam, inc. © 13Sep51; KK70525.

Delicious eatin', can't be beaten, Birds Eye, rahi! Corn tastes just-picked! Birds Eye frosted foods. Adv. from Western family, Nov. 1, 1951, p. 471. Appl. author: Young & Rubicam, inc. © 1Nov51; KK70523.

First with Birds Eye, chopped broccoli! Birds Eye quick-frozen chopped broccoli. Adv. from Worcester, Mass. gazette, Dec. 11, 1951, p. 34. Appl. author: Young & Rubicam, inc. © 11Dec51; KK70723.

For perfect taste, Birds Eye. (Frozen foods) Adv. from Western family, Mar. 6, 1952. Appl. author: Young & Rubicam, inc. © 6Mar52; KK74643.

14 wonderful ways to serve Birds Eye ocean perch. (Frosted foods) Folder. © 15Mar52; KK72186.

GENERAL FOODS CORPORATION. BIRDS EYE SNIDER DIVISION ©. Cont'd.

Free, the new handy mixer for Birds Eye orange juice. (Frozen foods) Adv. from Philadelphia bulletin, Sept. 26, 1951. Appl. author: Young & Rubicam, inc. © 26Sep51; KK74640.

Greetings from Birds Eye to all our good friends at the Florida State Retail Grocers' Convention. Birds Eye brand frosted foods. (Frozen foods) Adv. from Florida state association of retail grocers, convention 1951. Appl. author: Young & Rubicam, inc. © 7Oct51; KK72713.

Greetings from Birds Eye to all our good friends at the Oklahoma Retail Grocers' Association convention. Birds Eye frosted foods. Adv. from Oklahoma food journal, Convention 1951. Appl. author: Young & Rubicam, inc. © 1Nov51; KK70521.

Greetings from Birds Eye to all our good friends in ... (Frozen foods) Adv. from Louisiana grocer journal, Aug. 1951, p. 30. Appl. author: Young & Rubicam, inc. © 23Aug51; KK72541.

Hurray! An exciting new juice! Birds Eye quick-frozen concentrated pineapple juice. Adv. from New Haven, Conn. register, Sept. 25, 1951, p. 15. Appl. author: Young & Rubicam, inc. © 25Sep51; KK70724.

Let's get together at the convention! We have lots of things we want to talk over with you ... Birds Eye. (Frozen foods) Adv. from California grocers advocate, Sept. 7, 1951. Appl. author: Young & Rubicam, inc. © 7Sep51; KK72542.

Mom always says, and thank goodness for Birds Eye vegetables! Birds Eye frosted foods. Adv. from Boston, Mass. advertiser (American weekly), Nov. 11, 1951. Appl. author: Young & Rubicam, inc. © 11Nov51; KK70524.

Mom's pride and joy, Birds Eye! Birds Eye frosted foods. Adv. from Western family, Dec. 6, 1951, p. 33. Appl. author: Young & Rubicam, inc. © 6Dec51; KK70520.

New! For thrifty meals! Birds Eye chopped broccoli! Birds Eye quick-frozen chopped broccoli. Adv. from Worcester, Mass. gazette, Dec. 4, 1951, p. 34. Appl. author: Young & Rubicam, inc. © 4Dec51; KK70719.

New and wonderful, Birds Eye chopped broccoli! Birds Eye quick-frozen chopped broccoli. Adv. from Worcester, Mass. gazette, Dec. 7, 1951, p. 12. Appl. author: Young & Rubicam, inc. © 7Dec51; KK70720.

Smart squaws savum cash on Birds Eye peas, now! Hurry, big sale on sweet 'n' tender Birds Eye frosted foods. Adv. from Newark, N. J. news, Nov. 8, 1951, p. 24. Appl. author: Young & Rubicam, inc. © 8Nov51; KK70519.

Smart to do in '52. Buy Birds Eye! Birds Eye "New Year's 1952. (Frosted foods) 24-sheet poster. © 1Jan52; KK69967.

Something new and wonderful for breakfast. Birds Eye quick-frozen concentrated pineapple juice. Adv. from New Haven, Conn. register, Sept. 20, 1951, p. 23. Appl. author: Young & Rubicam, inc. © 20Sep51; KK70725.

Us he-men all love Birds Eye! Big Birds Eye values at your grocer's right now! (Frozen foods) Adv. from Western family, Oct. 4, 1951, p. 23. Appl. author: Young & Rubicam, inc. © 4Oct51; KK70522.

We cannot tell a lie. Birds Eye Frosted Foods. 24 sheet poster. © 1Feb52; KK70902.

We plant and grow. Birds Eye frosted foods. Adv. from Chicago, Ill. herald American, American weekly, Dec. 9, 1951. Appl. author: Young & Rubicam, inc. © 9Dec51; KK70721.

We plant and grow only the sweetest juiciest kinds of strawberries. Birds Eye frosted foods. Adv. from Life, Jan. 21, 1952. Appl. author: Young & Rubicam, inc. © 18Jan52; KK74639.

We plant the special kinds of Golden Bantam seed that grow the flavor-fullest corn! Birds Eye frosted foods. Adv. from Life, Nov. 1951, p. 48. Appl. author: Young & Rubicam, inc. © 9Nov51; KK70526.

We prescribe Birds Eye the better buy! Birds Eye frosted foods. Adv. from Cincinnati, Ohio times star, Dec. 13, 1951, p. 19. Appl. author: Young & Rubicam, inc. © 13Dec51; KK70518.

GENERAL FOODS CORPORATION. FRANKLIN BAKER DIVISION ©.

Blue that lively look back in that washes out with dirt. Add La France bluing to every washday suds ... Adv. from the Sunday news, magazine sec., Apr. 6, 1952, p. 15. Appl. author: Foote, Cone and Belding. © 6Apr52; KK72441.

GENERAL MACHINERY CORPORATION ©.

Freezer to slicer with the HydrauSlice frozen meat cutter. (Slicing machines) Folder. Appl. author: David Horwitz. © 7Jan52 (in notice: 1951); KK70990.

GENERAL MILLS, INC. ©.

A brand new idea to make friends. If your license number appears in our ad today or on license price marker cards on feature displays, you will receive valuable prizes. (Food products) Sheet. © 1Nov51; KK72223.

Easter food sale. Ferg giant ad. (Food products) Sheet. © 25Feb52; KK72221.

Easter specials. Ferg giant ad. (Food products) Sheet. © 25Feb52; KK72222.

Easter values. Ferg giant ad. (Food products) Sheet. © 25Feb52; KK72224.

Larro 32 o/o dairy concentrate, with exclusive Larromin. (Feed products) Folder. © 5Nov51; KK69788.

Larro 26% poultry grain balancer fortified with Vitamin B-12 supplement. Folder. © 2Jan52; KK71038.

Never before a cake like this. Betty Crocker's colorvision chiffon cake. Adv. from Chicago herald American, Nov. 18, 1951, comic section. © 18Nov51; KK69789.

New Larro hog feeds. Sow and pig builder 35 o/o hog concentrate. Folder. © 17Dec51; KK69787.

Once again! Betty Crocker scoops the cake world. Betty Crocker's colorvision pink swirl cake.

Adv. from Chicago herald American, Dec. 2, 1951, comic section. © 2Dec51; KK69790.

Recipes by Martha Meade. SA-1487A. (Drifted Snow recipe inserts. Food products) Sheet. © 1Nov51; KK71039.

Recipes by Martha Meade. SA-1499A. (Drifted Snow recipe inserts. Food products) Sheet. © 1Dec51; KK71040.

Recipes by Martha Meade. SA-1505A. (Drifted Snow recipe inserts. Food products) Sheet. © 21Dec51; KK71041.

Round-table talk about square meals. (Nutrition. Food products) Adv. from Alabama school journal, Dec. 1951, p. 33. © 1Dec51; KK71042.

S-t-r-e-t-c-h your efforts. Build giant displays using the giant stretch your budget store sale kit. (Food products) Sheets. © 24Mar52; KK72225.

They put the new in nutrition training. (Food products) Adv. from the School executive, Feb. 1952, p. 131. © 1Feb52; KK71043.

Would you like to be in this picture? This summer 25 boys and girls, the first prize winners ... (Food products, nutrition, etc.) Adv. from the School executive, Mar. 1952, p. 124. © 1Mar52; KK72220.

GENERAL TIRE AND RUBBER COMPANY.

320 tough rubber cleats grip in snow, slush, mud. The General Winter-Cleat tire. Adv. from the Saturday evening post, Dec. 15, 1951, p. 16. Appl. author: Stanley Seward. © The General Tire & Rubber Co.; 12Dec51; KK68974.

To enhance the beauty of new cars, the General Whiteway, successor to the white wall tire. Adv. from the Saturday evening post, Apr. 26, 1952, p. 16. Appl. author: Stanley Seward. © The General Tire and Rubber Co.; 23Apr52; KK73275.

GENEST BROTHERS, INC. ©.

Enriched bread. White. Net wt. 1 lb. 1 oz. Label. © 14Feb52; KK72153.

GENTILE, ALBERT.

Open flower bud. KK69635. SEE Acan Artificial Flower Company.

GERARDEN, KARL E.

Cast farther, easier with a Wright & McGill Fre-Line reel. KK72001. SEE Wright and McGill Company.

Flasher minnow the Streamliner spoon. KK72692. SEE Wright and McGill Company.

Wright and McGill Eagle Claw fish hooks. KK70150. SEE Wright and McGill Company.

GERBER (JOSEPH R.) COMPANY.

Featuring Malarkey Plyweave and Malarkey fir panel doors. KK72219. SEE M and M Wood Working Company.

Malarkey plywoods and doors. The warmth and color of genuine wood. KK73977. SEE M and M Wood Working Company.

GERBER, SAMUEL R.

New complete line for offices, stores, schools, public buildings. Kent. KK69086. SEE Kent Metal Manufacturing Company, inc.

GERDTS (H. J.) COMPANY, INC.

Free orchids. Enchanting gifts. KK71190. SEE Community Savings Bank of Rochester.

GERLACH-BARKLOW COMPANY.

Speak up for Burd Graf-Flox piston rings. KK70122. SEE Burd Piston Ring Company.

GERTH, EDWIN P.

More and more dentists are recommending new Bi-Po dual action. KK71784. SEE Bi-Po Company.

GESCHE, FRED.

Speed valves and fittings, for fast assembly of high pressure set-ups to 6000 P.S.I. KK74101. SEE Autoclave Engineers, Inc.

GEST, SIMEON.

The bluebook of racing. KK69755. SEE Starting Gate Publishing Company.

GETTELFINGER (HENRY F.) AND SONS.

Spee-Dee Pop brand popcorn. Always a winner. Net wt. 1 lb. Label. © Henry F. Gettelfinger, Herbert B. Gettelfinger and Irvin C. Gettelfinger, d.b.a. H. F. Gettelfinger & Sons; 15Feb52; KK71727.

GETTELFINGER, Henry F., Herbert B.

Gettelfinger and Irvin C. Gettelfinger, d.b.a. H. F. Gettelfinger and Sons. SEE Gettelfinger (Henry F.) and Sons.

GETTELFINGER, Herbert B., Henry F.

Gettelfinger and Irvin C. Gettelfinger, d.b.a. H. F. Gettelfinger and Sons. SEE Gettelfinger (Henry F.) and Sons.

GETTELFINGER, Irvin C., Henry F.

Gettelfinger and Herbert B. Gettelfinger, d.b.a. H. F. Gettelfinger and Sons. SEE Gettelfinger (Henry F.) and Sons.

GETZ BROTHERS AND COMPANY ©.

Lighthouse control. (Fractional horsepower electric motor rheostats) Label. Appl. author: H. V. Albrecht. © 9May52; KK74686.

Lighthouse motor. (Fractional horsepower electric motors) Label. Appl. author: H. V. Albrecht. © 9May52; KK74687.

GEYER, WILLIAM O.

What's new for the laboratory. KK74007. SEE Scientific Glass Apparatus Company, Inc.

GEYER BROTHERS BREWING COMPANY ©.

Frankenmuth lager beer. Famous since 1862. Contents 12 fl. oz. Label. Appl. author: Harold Roedel. © 28Mar52; KK72297.

GEYER, NEWELL AND GANGER, INC.

Amazing mileage! KK70198 ... SEE Continental Oil Company.

Flying saucepans. KK70208. SEE Continental Oil Company.

Give Zippo for Christmas, one zip and it's lit. KK70182. SEE Zippo Manufacturing Company.

How to shoot a fish. KK73595. SEE Continental Oil Company.

Hungry horse highball. KK70209. SEE Continental Oil Company.

I got the story on 50,000 miles-no wear and changed to new Conoco super motor oil ... KK70186 ... SEE Continental Oil Company.

I've driven 50,000 miles, so I know! KK70184 ... SEE Continental Oil Company.

Lightning strikes your steak! KK70207. SEE Continental Oil Company.

No other gift is used so often, for so long, and is so prized! KK70174. SEE Zippo Manufacturing Company.

Pigmy co-pilot! KK70211. SEE Continental Oil Company.

They call it "highpockets". KK70210. SEE Continental Oil Company.

Why zip, zip, zip when one zip does it! KK70172 ... SEE Zippo Manufacturing Company.

GIANNINOTO, FRANK.

None Such mince meat. KK74783. SEE Borden Company.

GIBBONS-ONEILL, INC.

Ophelia, 100 in imagination and only 7 in arithmetic. KK74417. SEE St. Marys Woolen Manufacturing Company.

GIBBS UNDERWEAR COMPANY ©.

New spring underclothes for the Gibbs kids. Adv. from Ladies home journal, Mar. 1952, p. 185. Appl. author: Gray and Rogers. © 29Feb52; KK71186.

Those bouncy Gibbs kids. Shrink resistant Gibbs for comfortable fit. (Underwear) Adv. from Ladies' home journal, Apr. 1952, p. 99. Appl. author: Gray and Rogers. © 31Mar52; KK71968.

GIBLIN, KATHERINE M.

Yarn-Apart for argyle and pattern knitting. KK71810 ... SEE Yarn-Apart Company, Inc.

GIBSON ELECTRIC COMPANY ©.

Electrical contact materials. Catalog C-520. 12 p. Appl. author: George L. Williamson. © 7Apr52; KK74147.

GIBSON REFRIGERATOR COMPANY ©.

Announcing diamond jubilee Gibson electric range. Adv. from Better homes and gardens, Mar. 1952, p. 186. Appl. author: W. W. Garrison & Co. © 27Feb52; KK71274.

Flash, lowest priced 9 cu. ft. automatic defrosting refrigerator \$349.95. See these features at your Gibson dealer. Adv. from Better homes and gardens, May 1952, p. 117. Appl. author: W. W. Garrison & Co. © 14Apr52; KK72853.

For you, a Diamond Jubilee Gibson. Announcing your new 2-door combination electric refrigerator and home freezer. Adv. from McCall's, Jan. 1952, p. 76. Appl. author: W. W. Garrison & Co. © 27Dec51; KK69623.

More take home profit with new Gibson. (Electric ranges & refrigerators) Adv. from Electrical merchandising, May 1952, p. 4. Appl. author: W. W. Garrison & Co. © 1May52; KK73991.

Now, your once-in-75-years sales promotion. Gibson diamond jubilee electric home freezers. Quick-freeze compartment ... Hermetically sealed unit ... Counterbalanced lid ... Adv. from Electrical merchandising, Dec. 1951, p. 4. Appl. author: W. W. Garrison & Co. © 1Dec51; KK68800.

One easy turn of magic ups-a-daisy dial closes sales faster. New Gibson electric range. Adv. from Electrical merchandising, Mar. 1952, p. 4. Appl. author: W. W. Garrison & Co. © 1Mar52; KK71275.

Only Gibson offers exclusive "buy now" features that "big diamonds for dealers!" 2-door combination electric refrigerator and home freezer. Adv. from Electrical merchandising, Feb. 1952, p. 4. Appl. author: W. W. Garrison & Co. © 1Feb52; KK70462.

Only once in 75 years do you have a sales opportunity like this. Gibson. (Electric ranges) Adv. from Electrical merchandising, Jan. 1952, p. 4. Appl. author: W. W. Garrison & Co. © 2Jan52; KK69622.

Only once in 75 years do you have a sales opportunity like this. Gibson diamond jubilee national celebration. Freezer-refrigerator combination. Defrost-o-matic, home freezer compartment ... Pres-toe door. Adv. from Electrical merchandising, Nov. 1951, p. 4. Appl. author: W. W. Garrison & Co. © 1Nov51; KK68801.

Quality styling features at 1952 lowest prices. New promotion puts Gibson dealers in top competitive position with more net profits. (Electric refrigerators and ranges) Adv. from Electrical merchandising, Apr. 1952, p. 4. Appl. author: W. W. Garrison & Co. © 1Apr52; KK72652.

GIFT SHOP NECESSITIES COMPANY ©.

Val-Drape. (Metal window trim) Label. Appl. author: Ada M. Kassimer. © 1Apr52; KK73621.

GILBERT (A. C.) COMPANY.

American Flyer instruction book for operating and assembling 3/16" scale trains and accessories. 64 p. Appl. author: Maurice H. Romer. © The A. C. Gilbert Co.; 1Apr52; KK74350.

Facts about American flyer trains. 23 p. Appl. author: Charles W. Hoyt Co. © The A. C. Gilbert Co.; 31Aug51; KK69994.

Gilbert toys. American flyer trains, 1951. Erector, chemistry, atomic energy, magic, microscope, tools, puzzles. 47 p. Appl. author: Banning Repplier. © The A. C. Gilbert Co.; 24Sep51; KK69995.

Home chemistry. Gilbert. (Chemical set) 26 p. Appl. author: Charles Ryan. © The A. C. Gilbert Co.; © 24Mar52; KK74349.

GILBERT PAPER COMPANY ©.

42" below, eleven miles to go. (Office stationery) Adv. from Fortune magazine, Nov. 1951, p. 145. (Messages that made history, 6) Appl. author: Frank C. Nahser. © 25Nov51; KK69731.

Messages that made history, courtesy of the Babe Ruth Foundation, Inc. This one's for you, Johnny. (Office stationery) Adv. from Fortune, May 1952, p. 23. Appl. author: Frank C. Nahser. © 25Apr52; KK72984.

GILES, EDGAR S.

X automotive products. KK74241. SEE X Laboratories, Inc.

GILES, GUY C.

Dag Dispersions. KK73525 ... SEE Acheson Colloids Corporation.

GILLESPIE, ARTHUR J.

Block can be beautiful and dry. KK73098. SEE Reardon Company.

Easy, inexpensive way to make cracked plaster walls look like new ... KK72605. SEE Reardon Company.

Facts about Bondex cement paint that mean extra sales for you. KK72602. SEE Reardon Company.

For dependable dry wall jobs. KK74222. SEE Reardon Company.

If your basement walls show these danger signs, you need Bondex. KK73100. SEE Reardon Company.

GILLESPIE, ARTHUR J. Cont'd.

Supercel, cellulose wallpaper paste. KK72601. SEE Reardon Company.

Supercel, the new non-staining wall-paper paste. KK72600. SEE Reardon Company.

This is new. KK72599. SEE Reardon Company.

Walls wet? KK73099. SEE Reardon Company.

We turned a damp basement into one of the most useful parts of our house. KK72604. SEE Reardon Company.

Yours. Here's how to sign your name to the greatest ad campaign in cement paint history. KK72603. SEE Reardon Company.

GILLESPIE, MARJORIE ©.

Bombay prawn puffs. A delicacy of rajahs. (Frozen food) Label. Appl. author: William F. Gillespie, Jr. © 8Jan52; KK70778.

GILLESPIE, WILLIAM F., JR.

Bombay prawn puffs. KK70778. SEE Gillespie, Marjorie.

GILLETTE SAFETY RAZOR COMPANY ©.

Cavalcade of sports: Allie Reynolds. Gillette Super-Speed razor. Gillette Blue Blades. Adv. from the Open road, Feb. 1952, p. 23. Appl. author: Maxon, inc. © 1Feb52; KK71316.

Cavalcade of sports: Allie Reynolds. Gillette Super-Speed razor. Gillette Blue Blades. Adv. from the Saturday evening post, Feb. 2, 1952, p. 93. Appl. author: Maxon, inc. © 30Jan52; KK71309.

Cavalcade of sports: Gus Zernial. During three years in the majors Gus has tied three records for most home runs ... Gillette Blue Blades. Adv. from the American magazine, Apr. 1952, p. 17. Appl. author: Maxon, inc. © 30Mar52; KK73828.

Cavalcade of sports: Gus Zernial. Gillette Super-Speed razor. Gillette Blue Blades. Adv. from the Saturday evening post, Apr. 5, 1952, p. 100. Appl. author: Maxon, inc. © 2Apr52; KK72702.

Cavalcade of sports: Howard Hill. Gillette Blue Blades. Adv. from the Detroit news, Jan. 6, 1952. Appl. author: Maxon, inc. © 6Jan52; KK69825.

Cavalcade of sports: Howard Hill. Gillette Blue Blades. Adv. from the Saturday evening post, Jan. 5, 1952, p. 10. Appl. author: Maxon, inc. © 2Jan52; KK69830.

Cavalcade of sports: Howard Hill. Gillette Super-Speed razor. Gillette Blue Blades. Adv. from the Sporting news, May 28, 1952, p. 38. Appl. author: Maxon, inc. © 23May52; KK74477.

Cavalcade of sports: Howard Hill. Howard's amazing skill finds frequent employment in the movies. Gillette Super-Speed razor. Gillette blue blades. Adv. from Farm journal, Jan. 1952, p. 25. Appl. author: Maxon, inc. © 17Dec51 (in notice: 1952); KK69260.

Cavalcade of sports: Ned Garver. Gillette Super-Speed razor. Gillette Blue Blades. Adv. from the Saturday evening post, Mar. 1, 1952, p. 127. Appl. author: Maxon, inc. © 27Feb52; KK72705.

Cavalcade of sports: Ned Garver. Gillette Super-Speed razor. Gillette Blue Blades. Adv. from

the Sporting news, June 18, 1952, p. 38. Appl. author: Maxon, inc. © 13Jun52; KK74644.

Cavalcade of sports: Ned Garver. Gillette Super-Speed razor and: Gillette Blue Blades. Adv. from Open road, Mar. 1952, p. 21. Appl. author: Maxon, inc. © 1Mar52; KK72179.

Cavalcade of sports: Ned Garver. My Gillette Super-Speed outperforms any other razor I've ever owned. Gillette Blue Blades. Adv. from the Detroit news, Mar. 2, 1952, comic section. Appl. author: Maxon, inc. © 2Mar52; KK73338.

Calvalcade of sports: Ned Garver. My Gillette super-speed outperforms any other razor I've ever owned. Gillette Blue Blades. Adv. from the Sporting news, Apr. 16, 1952, p. 48. Appl. author: Maxon, inc. © 11Apr52; KK73831.

Cavalcade of sports: Phil Cavarretta. Gillette Super-Speed razor. Gillette Blue Blades. Adv. from Open road, June 1952, p. 19. Appl. author: Maxon, inc. © 1Jun52; KK74648.

Cavalcade of sports: Phil Cavarretta. Gillette Super-Speed razor. Gillette Blue Blades. Adv. from the Saturday evening post, June 7, 1952, p. 85. Appl. author: Maxon, inc. © 4Jun52; KK74649.

Cavalcade of sports: Ralph Kiner. Gillette Super-Speed razor. Gillette Blue Blades. Adv. from the Detroit news, May 11, 1952. Appl. author: Maxon, inc. © 11May52; KK74646.

Cavalcade of sports: Ralph Kiner. Kiner is the only slugger in history to lead or tie his league in home runs ... Gillette Blue Blades. Adv. from the American magazine, May 1952. Appl. author: Maxon, inc. © 1May52; KK73829.

Cavalcade of sports: Ralph Kiner. Kiner is the only slugger in history to lead or tie his league in home runs ... Gillette Blue Blades. Adv. from the Saturday evening post, May 3, 1952, p. 72. Appl. author: Maxon, inc. © 30Apr52; KK73832.

Cavalcade of sports - Ralph Kiner. Shaving for me is a breeze with the new Gillette super-speed razor ... Gillette Blue Blades. Adv. from the Sporting news, May 7, 1952, p. 38. Appl. author: Maxon, inc. © 2May52; KK73835.

Cavalcade of sports: Sammy Baugh. Gillette Blue Blades. Adv. from the Blue versus the Gray, Dec. 29, 1951, p. 3 of cover. Appl. author: Maxon, inc. © 29Dec51; KK69824.

Enjoy Gillette's cavalcade of sports all year round. Gillette Super-Speed razor. Gillette Blue Blades. Adv. from the Ring, Mar. 1952, p. 3. Appl. author: Maxon, inc. © 1Feb52; KK71310.

For extra sales, extra profits, sell Gillette all year round. Gillette Blue Blades. Adv. from N.A.T.D. Co-ordinator, (Yearbook) Mar. 1952, p. 28-29. Appl. author: Maxon, inc. © 1Mar52; KK73839.

Have a grandstand seat at America's no. 1 turf classic. Tune in Kentucky Derby broadcast and telecast cost to coast by Gillette. Gillette Blue Blades. Adv. from the Sporting news, Apr. 30, 1952, p. 38. Appl. author: Maxon, inc. © 25Apr52; KK73833.

Ring up extra sales at every super-market cash register, with this brilliant new 1288 Gillette merchan-

diser. (Merchandiser for blades) Adv. from Super market merchandising, May 1952, p. 206. Appl. author: Maxon, inc. © 1May52; KK73830.

To start you off on another profit-packed year, Gillette airs Rose Bowl and Orange Bowl games. Gillette Super-Speed razor. Gillette blue blades. Adv. from American druggist, Dec. 1951, p. 25. Appl. author: Maxon, inc. © 1Dec51; KK69259.

Tune in Gillette's cavalcade of sports broadcast. Aaron Wilson vs. Coley Wallace. Gillette Blue Blades. Adv. from the Sporting news, Jan. 30, 1952, p. 22. Appl. author: Maxon, inc. © 25Jan52; KK71311.

Tune in Gillette's cavalcade of sports broadcast. Arthur King vs. Del Flanagan. Gillette Blue Blades. Adv. from the Sporting news, Apr. 9, 1952, p. 28. Appl. author: Maxon, inc. © 4Apr52; KK72707.

Tune in Gillette's cavalcade of sports broadcast. Bobby Dykes vs. Ted Murray. Gillette Blue Blades. Adv. from the Sporting news, Apr. 23, 1952, p. 26. Appl. author: Maxon, inc. © 18Apr52; KK73827.

Tune in Gillette's cavalcade of sports broadcast. Charlie Riley vs. George Araujo. Gillette Blue Blades. Adv. from the Sporting news, Apr. 2, 1952, p. 20. Appl. author: Maxon, inc. © 28Mar52; KK73337.

Tune in Gillette's cavalcade of sports broadcast. Chico Vejar vs. Enrique Bolanos. Adv. from the Sporting news, Jan. 2, 1952, p. 25. Appl. author: Maxon, inc. © 28Dec51; KK69827.

Tune in Gillette's cavalcade of sports broadcast. Chico Vejar vs. Fizzie Pruden. Gillette Blue Blades. Adv. from the Sporting news, Feb. 27, 1952, p. 32. Appl. author: Maxon, inc. © 22Feb52; KK71315.

Tune in Gillette's cavalcade of sports broadcast. Don Williams vs. Gil Turner. Gillette Blue Blades. Adv. from the Sporting news, Mar. 19, 1952, p. 34. Appl. author: Maxon, inc. © 14Mar52; KK72181.

Tune in Gillette's cavalcade of sports broadcast. Eugene Hairston vs. Lee Sala. Gillette Blue Blades. Adv. from the Sporting news, Jan. 16, 1952, p. 25. Appl. author: Maxon, inc. © 11Jan52; KK69828.

Tune in Gillette's cavalcade of sports broadcast. George Araujo vs. Arthur King. Gillette Blue Blades. Adv. from the Sporting news, June 11, 1952, p. 24. Appl. author: Maxon, inc. © 6Jun52; KK74647.

Tune in Gillette's cavalcade of sports broadcast. Johnny Bratton vs. Del Flanagan. Gillette Blue Blades. Adv. from the Sporting news, May 21, 1952, p. 34. Appl. author: Maxon, inc. © 16May52; KK74475.

Tune in Gillette's cavalcade of sports broadcast. Johnny Bratton vs. Rocky Castellani. Gillette Blue Blades. Adv. from the Sporting news, Mar. 26, 1952, p. 28. Appl. author: Maxon, inc. © 21Mar52; KK72180.

Tune in Gillette's cavalcade of sports broadcast. Johnny DeFazio vs. Chico Vejar. Gillette Blue Blades. Adv. from the Sporting news, Feb. 6, 1952, p. 24. Appl. author: Maxon, inc. © 1Feb52; KK71312.

GILLETTE SAFETY RAZOR COMPANY ©. Cont'd.

Tune in Gillette's cavalcade of sports broadcast. Johnny Saxton vs. Johnny Bratton. Gillette Blue Blades. Adv. from the Sporting news, Mar. 12, 1952, p. 30. Appl. author: Maxon, inc. © 7Mar52; KK72182.

Tune in Gillette's cavalcade of sports broadcast. Johnny Saxton vs. Livio Minelli. Gillette Blue Blades. Adv. from the Sporting news, Jan. 23, 1952, p. 24. Appl. author: Maxon, inc. © 18Jan52; KK69829.

Tune in Gillette's Cavalcade of sports broadcast. Kid Gavilan vs. Walter Cartier. Gillette blue blades. Adv. from the Sporting news, Dec. 12, 1951, p. 21. Appl. author: Maxon, inc. © 7Dec51; KK69262.

Tune in Gillette's Cavalcade of sports broadcast. Paddy De Marco vs. Sandy Saddler. Gillette blue blades. Adv. from the Sporting news, Dec. 5, 1951, p. 29. Appl. author: Maxon, inc. © 30Nov51; KK69264.

Tune in Gillette's Cavalcade of sports broadcast. Paddy Young vs. Ernie Durando. Gillette Blue Blades. Adv. from the Sporting news, Nov. 28, 1951, p. 20. Appl. author: Maxon, inc. © 23Nov51; KK69263.

Tune in Gillette's cavalcade of sports broadcast. Paddy Young vs. Ernie Durando. Gillette Blue Blades. Adv. from the Sporting news, Mar. 5, 1952, p. 32. Appl. author: Maxon, inc. © 29Feb52; KK72183.

Tune in Gillette's cavalcade of sports broadcast. Robert Villemain vs. Danny Nardico. Gillette Blue Blades. Adv. from the Sporting news, Feb. 20, 1952, p. 34. Appl. author: Maxon, inc. © 15Feb52; KK71314.

Tune in Gillette's cavalcade of sports broadcast. Rocky Castellani vs. Billy Graham. Gillette Blue Blades. Adv. from the Sporting news, May 14, 1952, p. 26. Appl. author: Maxon, inc. © 9May52; KK73837.

Tune in Gillette's cavalcade of sports broadcast. Rocky Castellani vs. Ernie Durando. Gillette Blue Blades. Adv. from the Sporting news, Jan. 9, 1952, p. 21. Appl. author: Maxon, inc. © 4Jan52; KK69826.

Tune in Gillette's Cavalcade of sports broadcast. Roland La Starza vs. Dan Bucceroni. Gillette blue blades. Adv. from the Sporting news, Dec. 19, 1951, p. 20. Appl. author: Maxon, inc. © 14Dec51; KK69261.

Tune in Gillette's cavalcade of sports broadcast. Roland LaStarza vs. Dan Bucceroni. Gillette Blue Blades. Adv. from the Sporting news, May 28, 1952, p. 24. Appl. author: Maxon, inc. © 23May52; KK71476.

Tune in Gillette's cavalcade of sports broadcast. Roland LaStarza vs. Joe McFadden. Gillette Blue Blades. Adv. from the Sporting news, Apr. 16, 1952, p. 26. Appl. author: Maxon, inc. © 11Apr52; KK72708.

Tune in Gillette's cavalcade of sports broadcast. Sammy Giuliani vs. Johnny Williams. Gillette Blue Blades. Adv. from the Sporting news, May 7, 1952, p. 32. Appl. author: Maxon, inc. © 2May52; KK73836.

Tune in Gillette's cavalcade of sports broadcast. Sammy Giuliani vs. Vincent Martinez. Gillette Blue Blades.

Adv. from the Sporting news, June 18, 1952, p. 28. Appl. author: Maxon, inc. © 13Jun52; KK74645.

Tune in Gillette's cavalcade of sports broadcast. Tony Pellone vs. Vince Martinez. Gillette Blue Blades. Adv. from the Sporting news, Apr. 30, 1952, p. 36. Appl. author: Maxon, inc. © 25Apr52; KK73834.

Tune in Gillette's Cavalcade of sports broadcast. Vic Cardell vs. Gil Turner. Gillette Blue Blades. Adv. from the Sporting news, Dec. 26, 1951, p. 20. Appl. author: Maxon, inc. © 21Dec51; KK69265.

Tune in Gillette's cavalcade of sports broadcast. Walcott vs. Charles. Gillette Blue Blades. Adv. from the Sporting news, June 4, 1952, p. 32. Appl. author: Maxon, inc. © 30May52; KK74478.

Tune in Gillette's cavalcade of sports weekly television show. Gillette Blue Blades. Adv. from the Sporting news, Feb. 13, 1952, p. 30. Appl. author: Maxon, inc. © 8Feb52; KK71313.

Watch your profits zoom when Gillette airs Triple Crown races by TV and radio. Gillette blades and shaving creams. Super-Speed razor. Adv. from American druggist, Mar. 31, 1952, p. 52-53. Appl. author: Maxon, inc. © 1Mar52; KK72710.

Watch your profits zoom, when Gillette airs triple crown races by TV and radio. Gillette Blue Blades. Adv. from Variety store merchandiser, Apr. 1952, p. 57. Appl. author: Maxon, inc. © 5Apr52; KK73838.

GILLIGAN, JACK KEENUS.

Home and farm v-belt news. KK70872
... SEE Gates Rubber Company.

GIRARD, RENE ©.

Guidance publications for mail-sales business enterprisers ... Make extra money ... Add one dollar ... (Mail-order course) 3 sheets. © 15Feb52; KK74538.

GITTINS (BERT S.) ADVERTISING.

Tru miniatures. KK71219. SEE
Product Miniature Company, inc.

GIVEN MANUFACTURING COMPANY ©.

Change garbage costs to profits in 7 days. Eliminate garbage electrically. Waste King restaurant pulverator. Adv. from American restaurant magazine, Oct. 1951, p. 98. © 9Oct51; KK71244.

Choose the only garbage disposer that's quiet, just above a whisper. Waste King Pulverator with exclusive hush-cushions. Adv. from Sunset, Nov. 1950, p. 115. © 27Oct50; KK72643.

Now 50 % quieter, smoother operation Waste King Pulverator with exclusive Hush-Cushions. America's finest garbage disposer. Adv. from Plumbing and heating business, Mar. 1952, p. 68. © 14Mar52; KK74918.

Waste King restaurant pulverator assembly RM452 specification sheet. America's finest garbage disposer. Folder. © 5Mar52; KK72642.

Waste King restaurant pulverator assembly RM352 specification sheet. America's finest garbage disposer. Folder. © 5Mar52; KK72644.

GIZ-MOW, INCORPORATED ©.

Giz-Mow power mower. Label. Appl. author: Ray Wirthlin. © 15Feb52; KK73731.

GLAISERMAN, J. M.

Tun-Alo grated tuna. KK74569. SEE
Van Camp Sea Food Company, inc.

GLANCE AD.

Glance insurance ads. Insurance ads catalog; Glance ads supplement. (Newspaper mats) Pamphlet. © Donald Knox Smith, d.b.a. Glance Ad; 27Oct51; KK69866.

GLASS SHOWER DOOR COMPANY, INC. ©.

Put yourself in this picture. Shower doors, tub enclosures. 7 p. Appl. author: Albert H. Miller. © 1Feb52; KK70605.

GLEASON, Duncan. SEE Gleason, Joe Duncan.

GLEASON, HAROLD.

French organ music. KK73047. SEE
Kendall Recording Corporation.

Organ music cof: Johann Sebastian Bach. KK73048. SEE Kendall
Recording Corporation.

Sonata for organ cby: Julius Reubke. KK73049. SEE Kendall Recording
Corporation.

GLEASON, JOE DUNCAN.

Sea vignettes by Duncan Gleason. (Box cover) Sheet. © Duncan Gleason; 15Apr52; KK73568.

GLENCOE DISTILLING COMPANY ©.

Two fine old bourbons come to California. Glencoe; Fortuna, Kentucky straight bourbon whiskey. Poster. Appl. author: Bernard Weinberg. © 28Dec51; KK68768.

GLENMORE DISTILLERIES COMPANY.

It's a cold fact. No other bond can match that Kentucky Tavern taste. (Snowman. Whiskey) Adv. from Life, Feb. 4, 1952, p. 32. Appl. author: D'Arcy Advertising Co. © The Glenmore Distilleries Co.; 1Feb52; KK72821.

Old Thompson brand. The triple A blend. (Greeting card. Whiskey) Adv. from Collier's, Jan. 26, 1952, p. 5. Appl. author: D'Arcy Advertising Co. © The Glenmore Distilleries Co., inc.; 18Jan52; KK72820.

Old Thompson brand. The triple A blend. (Perspective barrels. Whiskey) Adv. from Collier's, Feb. 23, 1952, p. 5. Appl. author: D'Arcy Advertising Co. © The Glenmore Distilleries Co.; 15Feb52; KK72819.

This is the year for gifts of good cheer. Glenmore, the house with the holiday spirit. (Whiskey, all brands) Adv. from Life, Dec. 17, 1951, spread 58-59. Appl. author: D'Arcy Advertising Co. © The Glenmore Distilleries Co., inc.; 13Dec51; KK70687.

Time has proved. Kentucky Tavern straight bourbon whiskey. (Time subject) Adv. from Life, Jan. 7, 1952, inside back cover. Appl. author: D'Arcy Advertising Co. © The Glenmore Distilleries Co., inc.; 3Jan52; KK70686.

GLENN, JORDAN, STOETZEL, INC.

1003 household hints and work savers. IRHA. Get this valuable work-and-money-saver free. KK69523. SEE
National Retail Hardware Association.

GLENNON, JOSEPH H.

2-5C modified Mobil-Mills. KK70692
... SEE Western Machinery Company.

GLICK, EDWIN P.

Look your western best! KK70064.
SEE Tanbark Manufacturing Company.

GLIDDEN COMPANY.

Dinner call for little porkers. Glidden products. Adv. from Time magazine, Apr. 14, 1952, p. 70. Appl. author: Meldrum and Fewsmith, inc. © The Glidden Company; 10Apr52; KK72511.

How to save hours of spring cleaning, by painting your rooms with beauty like this now! Spread Satin, the wonder paint. Adv. from Life, Feb. 4, 1952, p. 42. Appl. author: Meldrum and Fewsmith, inc. © The Glidden Co.; 1Feb52; KK70491.

It's Glidden paint festival time! Coast-to-coast April 11th to April 26th. Adv. from Look magazine, Apr. 22, 1952, p. 99. Appl. author: Meldrum and Fewsmith, inc. © The Glidden Co.; 8Apr52; KK72898.

New wonder colors in the wonder paint. Unmatched washability in a complete new range of colors ... Glidden Spread Satin. Adv. from the Saturday evening post, Mar. 15, 1952, p. 129-130. Appl. author: Meldrum and Fewsmith, inc. © The Glidden Co.; 12Mar52; KK71551.

GLOBE Brewing Company, d.b.a. Hals Brewing Company. SEE Hals Brewing Company.

GLOBE SANITARY SUPPLY COMPANY. TROY INDUSTRIAL PRODUCTS DIVISION ©. Troy industrial cleaning compounds. 1001 tested and proved industrial and maintenance cleaning items. 68 p. Appl. author: Esther Turner Weingarten (Sonia Lee) © 22Dec51; KK72827.

GLOBE-UNION, INC., CENTRALAB DIVISION. Centralab electronic color code chart. RTMA and Jan mica, paper, and ceramic capacitor values. (Electronic components) Poster. © Globe-Union, inc.; 6Sep51; KK72285.

Printed electronic circuit guide. Centralab. (Electronic components) 13 p. © Globe-Union, inc.; 2Jul51; KK72284.

GLO-DILE COMPANY.

Night telephone dial. Glows in the dark. Label. © Harry Ravin, d.b.a. Glo-Dile Co.; 20Dec50; KK72000.

GLORYNE HEALTH COMPANY ©.

1 1/4 ¢ a day for your good health. Gloryne Garlic dehydrated pure garlic, peppermint flavored. 100 capsules. Label. Appl. author: Lazarus Monfried. © 27Dec51; KK68725.

GLOVER (H. CLAY) COMPANY, INC. ©.

Guard your scalp as you guard your complexion. Glover's 3-way medicinal treatment for your scalp and hair. (Shampoo and hair dress) Adv. from Good housekeeping magazine, Dec. 1951, p. 252. Appl. author: Roberts & Reimers, inc. © 1Dec51; KK72515.

GOERTZ, Leonard H., d.b.a. Goertz Manufacturing. SEE Goertz Manufacturing.

GOERTZ MANUFACTURING.

Saddle-chair. (Toy rocking-chairs) Sheet. © Leonard H. Goertz, d.b.a. Goertz Mfg. and as Saddle-Chair; 1Dec51; KK70301.

GOES LITHOGRAPHING COMPANY.

Has specialized for nearly a half century in the manufacture of fine lithographic inks. KK74454. SEE Acme Printing Ink Company.

GOETTL, ADAM.

Controlled cooling for night-time rest daytime zest. KK73981. SEE International Metal Products Company.

GOETTL, Adam & Gus Goettl, d.b.a. International Metal Products Company. SEE International Metal Products Company.

GOETTL, Gus & Adam Goettl, d.b.a. International Metal Products Company. SEE International Metal Products Company.

GOGGLE PARTS COMPANY.

The improved Flex-A-Foam filter mask. Label. Appl. authors: John D. Hill and Charles E. Mills. © The Goggle Parts Co.; 5Feb51 (in notice: 1950); KK69627.

GOLD CRAFT COMPANY.

Ocean Fresh brand salt water taffy. Label. © The Gold Craft Co. 22Apr52; KK73288.

GOLD SEAL COMPANY ©.

Dry clean windows in half the time. Glass Wax and O-cel-o sponges. Adv. © 21Sep51; KK74146.

GOLDBERG, I.

Paragon Needlecraft presents fashions for spring. KK70230. SEE Paragon Art and Linen Company, inc.

GOLDSTEIN, Ivan, Max Goldstein and Jerome J. Goldstein, d.b.a. Scott's Liquid Gold Products Company. SEE Scott's Liquid Gold Products Company.

GOLDSTEIN, Jerome J.; Max Goldstein and Ivan Goldstein, d.b.a. Scott's Liquid Gold Products Company. SEE Scott's Liquid Gold Products Company.

GOLDSTEIN, Max, Jerome J. Goldstein and Ivan Goldstein, d.b.a. Scott's Liquid Gold Products Company. SEE Scott's Liquid Gold Products Company.

GOODALL FABRICS, INC. ©.

Again Eastern Air Lines selects Goodall blended-to-perform fabrics for new Super Constellations, for new Silver Falcons. Adv. from American aviation, Mar. 31, 1952, p. 34-35. Appl. author: Ruthrauff & Ryan, inc. © 31Mar52; KK72084.

Another modern hospital, Toledo's St. Vincent's, uses Goodall blended-to-perform fabrics. Adv. from the Modern hospital, Mar. 1952, p. 211. Appl. author: Ruthrauff & Ryan, inc. © 1Mar52; KK71971.

At this great mill in Sanford, Maine, Goodall fabrics are created to bring new luxury to motor car interiors. Adv. from D.A.C. news, Detroit Athletic Club, Jan. 1952, p. 91. Appl. author: Ruthrauff & Ryan, inc. © 10Jan52; KK69375.

Blockade, Goodall's inspired advance in modern. Hand-screened geometric print on subtle-textured Aristo cloth. (Drapery fabric) Adv. from Interiors, Feb. 1952, p. 50. Appl. author: Ruthrauff & Ryan, inc. © 1Feb52; KK70928.

Douglas buys Goodall plastics for faster sales and profits. New Burl plastic major feature of Douglas' new '52 line. (Upholstery fabrics) Adv. from Retailing daily, May 1, 1952, p. 12-13. Appl. author: Ruthrauff & Ryan, inc. © 1May52; KK72812.

Economical! Luxurious! Goodall fabrics decorate hospitals, hotels, clubs everywhere. (Drapery, upholstery fabric, etc.) Adv. from National executive housekeepers association year book 1952, p. 3. Appl. author: Ruthrauff & Ryan, inc. © 15Apr52; KK72782.

For over 60 years Goodall Fabrics, inc. has been the principal fabric supplier to the New York, New Haven and Hartford Railroad Co., for both rail and motor coach travel. Goodall fabrics. (Upholstery fabric) Adv. from the Boston post, Dec. 12, 1951, p. 31. Appl. author: Ruthrauff & Ryan, inc. © 12Dec51; KK70780.

Goodall Paca Point. Fashion's big news in texture. (Coating fabrics) Adv. from the New York times magazine, Feb. 24, 1952, p. 3. Appl. author: Ruthrauff & Ryan, inc. © 24Feb52; KK71528.

Major choice in Pittsburgh's new Carlton House. Goodall fabrics give hotels greater beauty, longer wear, lower maintenance. (Upholstery & drapery) Adv. from Hotel management, June 1952, p. 109. Appl. author: Ruthrauff & Ryan, inc. © 10Jun52; KK74814.

More proof that the country's leading hospitals choose Goodall fabrics for economy and luxury. Adv. from Hospitals, Jan. 1952, p. 91. Appl. author: Ruthrauff & Ryan, inc. © 1Jan52; KK69345.

New, more texture than ever in Goodall Seamloc casual loop. (Carpeting) Adv. from Rug profits, June 1952, p. 43. Appl. author: Ruthrauff & Ryan, inc. © 10Jun52; KK74307.

Pacific Electric again selects Goodall upholstery. Adv. from Bus transportation, Apr. 1952, p. 98. Appl. author: Ruthrauff & Ryan, inc. © 10Apr52; KK74757.

Pennsylvania R. R. honors Goodall. Another 100% Goodall fabrics installation. Adv. from Railway age, Mar. 17, 1952, p. 34-35. Appl. author: Ruthrauff & Ryan, inc. © 17Mar52; KK71327.

Problem: Beauty plus easy maintenance wanted for Childrens Memorial Hospital. Answer: Goodall blended-to-perform fabrics. (Drapery fabric, etc.) Adv. from Hospitals, Feb. 1952, p. 117. Appl. author: Ruthrauff & Ryan, inc. © 1Feb52; KK70781.

Specify Goodall Seamloc carpeting for these 4 plusses ... Adv. from Architectural record, Jan. 1952, p. 74. Appl. author: Ruthrauff & Ryan, inc. © 10Jan52; KK74813.

There's the right Goodall quality plastic in the weight, color, design you need. Immediate delivery. Goodall Matelasse, plastic coated and all-plastic upholstery; Adv. from Upholstering, Dec. 1951, p. 68-69. Appl. author: Ruthrauff & Ryan, inc. © 15Dec51; KK68838.

There's the right Goodall quality plastic in the weight, color, design you need. Pivot, plastic coated and all-plastic. (Upholstery fabric) Adv. from Upholstering, Jan. 1952, p. 38-39. Appl. author: Ruthrauff & Ryan, inc. © 15Jan52; KK69674.

3 reasons why Goodall helps sell your furniture faster ... Hickory Chair Company uses "Folkestone" a Goodall texture. Adv. from Retailing daily, Apr. 22, 1952, p. 18. Appl. author: Ruthrauff & Ryan, inc. © 22Apr52; KK72781.

3 reasons why Goodall helps sell your furniture faster ... Hickory Chair Company uses Folkestone a Goodall texture. (Upholstery fabrics) Adv. from Retailing daily, Apr. 22, 1952, p. 18. Appl. author: Ruthrauff & Ryan, inc. © 22Apr52; KK72686.

GOODALL FABRICS INC. ©. Cont'd.

- 3 reasons why Goodall helps sell your furniture faster ... John L. Madden Mfg. Co. sofa features Paige, a Goodall tweedy texture fabric. (Upholstery fabrics) Adv. from Upholstering, Apr. 1952, p. 66-67. Appl. author: Ruthrauff & Ryan, inc. © 15Apr52; KK72685.
- 3 reasons why Goodall helps sell your furniture faster. Sealy Mattress Company ... features Oriol, a Goodall metallic tweed on their modern sectional Formabed and Vernon sleep chair. Adv. from Retailing daily, Apr. 1, 1952, p. 14. Appl. author: Ruthrauff & Ryan, inc. © 1Apr52; KK72083.
- 3 reasons why Goodall helps sell your furniture faster ... Sealy Mattress Company ... features "Oriol". (Upholstery fabric, etc.) Adv. from Upholstering, May 1952, p. 26-27. Appl. author: Ruthrauff & Ryan, inc. © 15May52; KK73657.
- 3 reasons why Goodall helps sell your furniture faster ... Southern Spring Bed Company chooses Graham a Goodall pile tweed. Adv. from Retailing daily, May 6, 1952, p. 17. Appl. author: Ruthrauff & Ryan, inc. © 6May52; KK73322.
- 3 reasons why Goodall helps sell your furniture faster ... T. R. Taylor & Co. chooses "Duncan". (Upholstery fabric, etc.) Adv. from Retailing daily, Apr. 15, 1952, p. 17. Appl. author: Ruthrauff & Ryan, inc. © 15Apr52; KK73522.
- 3 reasons why Goodall helps sell your furniture faster. (Upholstery fabrics) Adv. from Retailing daily, Mar. 4, 1952, p. 19. Appl. author: Ruthrauff & Ryan, inc. © 4Mar52; KK71095.
- 3 reasons why Goodall helps sell your furniture faster. (Upholstery fabric) Adv. from Retailing daily, Mar. 18, 1952, p. 21. Appl. author: Ruthrauff & Ryan, inc. © 18Mar52; KK71329.
- 3 reasons why Goodall helps sell your furniture faster. (Upholstery fabric) Adv. from Upholstery, June 1952, p. 42-43. Appl. author: Ruthrauff & Ryan, inc. © 10Jun52; KK74306.
- 3 reasons why Goodall helps sell your furniture faster ... Valley Upholstery Corporation features Goodall's new tweedy texture "Craig". Adv. from Retailing daily, Apr. 29, 1952, p. 14. Appl. author: Ruthrauff & Ryan, inc. © 29Apr52; KK72780.
- 3 reasons why Goodall helps sell your furniture faster. Your customers want ... wool ... style ... reliability. Goodall fabrics. This Simmons famous Hide-A-Bed is covered with Paige, a tweedy Goodall fabric. Adv. from Upholstering, Dec. 1951, p. 46-47. © 15Dec51; KK68837.

Union Dime Savings Bank uses Goodall mohair casement cloth. (Drapery fabric) Adv. from Office management and equipment, Feb. 1952, p. 2 of cover. Appl. author: Ruthrauff & Ryan, inc. © 15Feb52; KK70929.

Who is this furniture manufacturer? Countless manufacturers fit this picture, maybe he's you. Goodall fabrics. Adv. from Retailing daily, May 22, 1952, p. 11. Appl. author: Ruthrauff & Ryan, inc. © 22May52; KK73911.

Women prefer the luxury of Goodall fabrics in their motor cars. Adv. from Automotive news, Mar. 17, 1952, p. 11. Appl. author: Ruthrauff & Ryan, inc. © 17Mar52; KK71328.

Women prefer the luxury of Goodall fabrics in their motor cars. (Upholstery fabric, etc.) Adv. from Detroit athletic club news, May 1952, p. 97. Appl. author: Ruthrauff & Ryan, inc. © 10May52; KK74166.

You find Goodall mohair casement cloth in outstanding buildings. Richer beauty, light control, noise control, longer wear, low-maintenance. (Drapery fabrics) Adv. from Architectural record, Dec. 1951, p. 222. Appl. author: Ruthrauff & Ryan, inc. © 15Dec51; KK68839.

You want suppleness, you want rich high gloss. Goodall gives you both in new fabric-backed plastic. Adv. from Retailing daily, May 29, 1952, p. 9. Appl. author: Ruthrauff & Ryan, inc. © 29May52; KK74022.

You want suppleness, you want rich, high gloss. Goodall gives you both in new fabric-backed plastic. (Upholstery fabric) Adv. from Upholstering, June 1952, p. 30-31. Appl. author: Ruthrauff & Ryan, inc. © 10Jun52; KK74305.

You'll increase sales with Goodall Seamloc. (Carpeting) Adv. from Rug profits, Jan. 1952, p. 45. Appl. author: Ruthrauff & Ryan, inc. © 7Jan52; KK69344.

Your decorator's choice is Goodall fabrics to create your loveliest rooms. (Drapery and upholstery) Adv. from House beautiful, Apr. 1952, p. 184-185. Appl. author: Ruthrauff & Ryan, inc. © 17Mar52; KK71547.

GOODE, R. R.
Seat-apron keeps car clean. KK73182.
SEE Goode Products.

GOODE PRODUCTS.
Seat-apron keeps car clean. Use Neat-Seat coverall. Slip cover made of waterproof plastic. Card. Appl. author: R. R. Goode. © Goode Products Co., d.b.a. Goode Products; 8Feb52; KK73182.

GOODGAME, HENRY ©.
Gorgeous Giants, a private blend of America's finest pansies. (Pansy plants) Sheet. © 11Feb52; KK71672.

How to plant Goodgame's can-grown plants. (Nursery plants) Sheet. © 4Mar52; KK72928.

GOODMAN (H.) AND SONS, INC. ©.
Goody curler and barrette set for my dolly and me. Card. Appl. author: Ole M. Markinson. © 26Nov51; KK68956.

GOODMAN, L. F. ©.
Postal Finance Company, personal loans \$25 to \$300. It's as easy as A B C to borrow money by mail. Sheet. © 31Dec51; KK68775.
You can obtain a teachers' vacation loan up to \$300 now. (Personal loan business) Sheet. © 15Apr52; KK72455.

GOODMAN, W. L.
Be Holsum, look Holsum, buy Holsum. KK69735 ... SEE Long (W. E.) Company.
A great new taste discovery! KK69746.
SEE Long (W. E.) Company.

How tempting flavor can be! KK69744.
SEE Long (W. E.) Company.
I remember grandma. KK69742. SEE Long (W. E.) Company.
Little children love new Holsum. KK69743. SEE Long (W. E.) Company.
Wake up to flavor with a smile! KK69747. SEE Long (W. E.) Company.
Your family deserves Holsum today! KK69745. SEE Long (W. E.) Company.

GOODMAN-KLEINER COMPANY, INC. ©.
The Goodman-Kleiner bulletin board, spot-lighting timely tips for extra profits. (Medical glassware and sundries) Sheet. © 30Mar52; KK72559.

GOODRICH, DAN.
Otis removable side door chokes, for completion and production of single and two-zone wells. KK70621. SEE Otis Pressure Control, inc.

GOOLD AND TIERNEY, INC.
Iron sales are automatic with Universal Stroke-Sav-R. KK72424. SEE Landers, Frary and Clark.
New cleaning discovery. KK72654. SEE Landers, Frary and Clark.
Universal Jet 99. New cleaning discovery with jet power. KK71799. SEE Landers, Frary and Clark.

GORDON, Dorothy W. and Harley Bryan
Gordon, d.b.a. Chalet Originals. SEE Chalet Originals.

GORDON, Harley Bryan and Dorothy W.
Gordon, d.b.a. Chalet Originals. SEE Chalet Originals.

GORDON, JEROME J. ©.
Free, this beautiful new Domestic Sewmachine. Just count the dots. (Sewing machine) Adv. from the Evening record, Lansford, Pa., Mar. 3, 1952, p. 5. © 3Mar52; KK71740.

Free, Westinghouse giant screen television ... Just count the dots. Adv. from San Jose mercury, Apr. 24, 1952, p. 31. © 24Apr52; KK73669.

GORELIK, JOSEPH.
Chemical Du-Pro Chamois, for removing spots and stains. KK74861. SEE Du-Pro Company.
Free sample of Chemical Du-Pro Chamois, with added silicone for removing spots and stains. KK74861. SEE Du-Pro Company.

GORHAM COMPANY ©.
Dinner-for-two date with your mate, set to the music of Gorham Rondo. (Sterling silver) Adv. from Glamour, Feb. 1952, p. 2 of cover. Appl. author: Christine Le Vathes. © 22Jan52; KK70878.

For every Christmas Eve, there's a Gorham sterling dream. Adv. from Seventeen magazine, Dec. 1951, p. 3. Appl. author: Christine LeVathes. © The Gorham Co.; 1Dec51; KK69799.

For every new spring style of hairdo there's a Gorham sterling pattern cue! (Sterling silver) Adv. from Seventeen magazine, Apr. 1952, p. 2 of cover. Appl. author: Christine LeVathes. © The Gorham Co.; 1Apr52; KK73543.

In every hue of Maytime color-magic there's a cue to Gorham Sterling pattern-magic. (Sterling silver) Adv. from Seventeen magazine, May 1952, p. 9. Appl. author: Christine LeVathes. © The Gorham Co.; 1May52; KK73739.

GORHAM COMPANY ©. Cont'd.

Introducing Rondo by Gorham sterling. The pattern of our times. (Sterling silver) Adv. from Bride's magazine, spring 1952, p. 24. Appl. author: Mrs. Leslie Monroe Halstead. © 15Jan52 (in notice: 1951); KK71375.

Large or small, it's the finest gift of all. Gorham sterling. Adv. from House beautiful, Dec. 1951, p. 1. Appl. author: Mary Hardin Roberts. © The Gorham Co.; 16Nov51; KK69800.

There's a new hat-love for you for '52, and a Gorham sterling pattern you'll love for always. (Sterling silver) Adv. from Seventeen, Feb. 1952, p. 7. Appl. author: Christine Le Vathes. © 1Feb52; KK70877.

To love and cherish ever after! You can start now to use and enjoy, every day, the lasting beauty of Gorham sterling. (Sterling silver) Adv. from the Bride's magazine, Summer, 1952, p. 9. Appl. author: Christine LeVathes. © The Gorham Co.; 15Apr52; KK73544.

You've waited long enough for spring and your Gorham sterling. (Sterling silver) Adv. from Glamour magazine, Apr. 1952, p. 9. Appl. author: Christine LeVathes. © The Gorham Co.; 22Mar52; KK73615.

GOTHAM ADVERTISING COMPANY.

Juilliard Featheroy. KK71160. SEE Juilliard (A. D.) and Company, inc. Juilliard woolens. KK69949 ... SEE Juilliard (A. D.) and Company, inc. Juilliard zephyroy. KK70300. SEE Juilliard (A. D.) and Company, inc. Woolens. Superlative new Master Fabric by Juilliard, beautiful shan tweed ... KK74546. SEE Juilliard (A. D.) and Company, inc.

GOTTLIEB (FREDERICK M.) AND COMPANY ©.

Grading chart, Fred'k M. Gottlieb & Co., importers of diamonds. Folder. Appl. author: Robert N. Gottlieb. © 20Nov51; KK68936.

GOTTLIEB, ROBERT N.

Grading chart, Fred'k M. Gottlieb & Co., importers of diamonds. KK68936. SEE Gottlieb (Frederick M.) and Company.

GOTTSCALK (E.) AND COMPANY, INC. ©.

Paper bag which includes following designs: Yosemite Valley, Friant Dam, Wawona Tree and others; (Department store merchandise bags) Appl. author: Gerald Blum. © 12Feb52; KK73738.

GOULD, GLORIA JANE.

The answer to a dietitian's prayer. KK69482. SEE Washington State Fruit Commission.

GOULDING, ALFRED T.

Ramset Fastening System; fastening tools, fasteners, fastening charges ... KK74073. SEE Ramset Fasteners, inc. Ramset leads again with Tru-Set fasteners. KK70000. SEE Ramset Fasteners, inc.

GOWLAND, Douglas Kelvin, a co-partner

of John Pinkney Gowland. SEE Gowland and Gowland.

GOWLAND, John Pinkney, a co-partner

of Douglas Kelvin Gowland. SEE Gowland and Gowland.

GOWLAND AND GOWLAND.

Highway pioneers, series two. Revell quick construction kit. (Miniature reproductions of old auto-

mobiles) Label. © Gowland & Gowland, a co-partnership of John Pinkney Gowland and Douglas Kelvin Gowland; 7Jan52; KK71271.

GRACE, J. D.

Norberg heavy duty rail grinder, Model DG. KK74240. SEE Nordberg Manufacturing Company.

GRANT, STUART.

Alarm signal Kidde smoke detectors. KK74400. SEE Kidde (Walter) and Company, inc.

Dry chemical fire extinguishers. KK74399. SEE Kidde (Walter) and Company, inc.

Kidde built-in carbon dioxide fire extinguishing systems. KK70541. SEE Kidde (Walter) and Company, inc.

Packaged fire protection comes to Main St., U. S. A. KK70391. SEE Kidde (Walter) and Company, inc.

Portable equipment, Kidde 150 lb. dry chemical wheeled extinguisher. KK74401. SEE Kidde (Walter) and Company, inc.

Training your fire brigade to use first aid extinguishers. KK70392. SEE Kidde (Walter) and Company, inc.

GRANT ADVERTISING, INC.

Folger's coffee and Mrs. Klein's prize doughnuts. KK71383. SEE Folger (J. A.) and Company.

GRANVILLE'S JEWELERS, INC. ©.

Granny Granville says you can win \$1,700.00 worth of valuable prizes. It's easy, just count the diamonds ... (Jeweler appliances) Adv. from San Francisco examiner, Jan. 14, 1952, p. 42. © 14Jan52; KK69400.

GRATON AND KNIGHT COMPANY ©.

Grako Sprazon belt dressing. 1 doz. 12 oz. Sprazon containers. Label. Appl. author: Wm. B. Remington, inc. © 23May52; KK74674.

Grako Sprazon belt dressing. Reduces belt slip; prolongs belt life. Net wt. 12 oz. Label. Appl. author: Wm. B. Remington, inc. © 21May52; KK74671.

Grako Sprazon belt dressing sprays directly from container. Folder. Appl. author: Wm. B. Remington, inc. © 9Jun52; KK74793.

GRAUER, Fred. M., sole owner Grauer Woodcrafts. SEE Grauer Woodcrafts.

GRAUER WOODCRAFTS.

Woodpecker; wood model set. Sheet. © Fred. M. Grauer, sole owner Grauer Woodcrafts; 1Apr52; KK73617.

GRAVER INDUSTRIES, INC. ©.

Flanged and fitted E-Zee-On door repair panels for passenger cars and trucks. Sheet. © 6Jun52; KK74283.

GRAY, ALFRED SHIRLEY.

Inmanco electrical insulation. KK69444. SEE Insulation Manufacturers Corporation.

Manning, H & V Groton, Rogers Rofico electrical insulating papers, pressboards and fibre. KK70682. SEE Insulation Manufacturers Corporation.

Pressure-Sensitive tapes, electrical and industrial. KK73735. SEE Insulation Manufacturers Corporation.

GRAY, MICHAEL M.

Dominion Dan, your tire man, sez: KK69095 ... SEE Nationwide Features Syndicate.

GRAY AND ROGERS.

New spring underclothes for the Gibbs kids. KK71186. SEE Gibbs Underwear Company.

Those bouncy Gibbs kids. KK71968. SEE Gibbs Underwear Company.

GREAT ATLANTIC AND PACIFIC TEA COMPANY.

Enjoy flavor tested quality; enjoy worthwhile savings; enjoy a choice of two famous A&P teas. Our Own tea cand; Nectar tea. Adv. from Woman's day, Nov. 1951, p. 110. Appl. author: Paris & Peart Advertising Agency. © The Great Atlantic and Pacific Tea Co.; 25Oct51; KK71272.

You can't make a mistake on any purchase you make at A&P. Fruit is featured at your A&P now. (Food) Adv. from Ladies' home journal, Feb. 1952, p. 131. Appl. author: Paris & Peart Advertising Agency. © The Great Atlantic & Pacific Tea Co.; 30Jan52; KK71762.

You can't make a mistake on any purchase you make at A&P. It's better breakfast month at A&P. (Food) Adv. from Woman's home companion, Jan. 1952, p. 60. Appl. author: Paris & Peart Advertising Agency. © 20Dec51 (in notice: 1952); KK72246.

You can't make a mistake on any purchase you make at A&P. 6,000,000 people pick A&P for holiday foods and every day foods, too. Adv. from Ladies' home journal, Dec. 1951, p. 7. Appl. author: Paris & Peart Advertising Agency. © The Great Atlantic & Pacific Tea Co.; 28Nov51; KK71759.

You can't make a mistake on any purchase you make at A&P. 6 million people will buy fifty million Thanksgiving treats at A&P. (Food) Adv. from Woman's home companion, Nov. 1951, p. 146. Appl. author: Paris & Peart Advertising Agency. © The Great Atlantic & Pacific Tea Co.; 19Oct51; KK71761.

GREAT LAKES CHEMICAL COMPANY ©.

Non-abrasive, no rubbing Breezy chrome cleaner. Label. Appl. author: Robert W. Loos. © 10Jun52; KK74863.

GREEN, A. M. ©.

Stylecraft no. 32. Text book of instructions and patterns for hand-carved western belts. 28 p. © 12Nov51; KK68938.

GREEN, MORRIS A.

Bounces back to shape, wrinkle-free. KK74452. SEE Best Corporation.

GREEN GIANT COMPANY ©.

Beautiful beginning, tender ending. Green Giant brand peas. Adv. from Ladies' home journal, Oct. 1951, p. 133. Appl. author: Leo Burnett Co., inc. © 28Sep51; KK69890.

Cream of the crop. Del Maiz, the Green Giant's cream-style corn. Adv. from Metro group of Sunday picture magazines (Chicago Sunday tribune) Oct. 28, 1951, p. 7. Appl. author: Leo Burnett Co., inc. © 28Oct51; KK69885.

Fresh-shucked corn promotion for March. Niblets brand, of course. Adv. from the Progressive grocer, Feb. 1951, p. 2-3. Appl. author: Leo Burnett Co., inc. © 5Feb51; KK69883.

Here are 4 big spring promotions on Green Giant brands. (Peas and corn) Adv. from the Progressive grocer, Mar. 1951, p. 2-3. Appl. author: Leo Burnett Co., inc. © 5Mar51; KK69884.

GREEN GIANT COMPANY ©. Cont'd.

- Hi ya, handsome. Meet Mr. D-138 ... Niblets brand sweet corn. Adv. from Ladies' home journal, Nov. 1951, p. 4. Appl. author: Leo Burnett Co., inc. © 28Oct51; KK69889.
- I know; I was there. Art Linkletter. Green Giant, Del Maiz, Niblets. (Peas and corn) Adv. from Life, Nov. 26, 1951, p. 4 of cover. Appl. author: Leo Burnett Co., inc. © 23Nov51; KK69892.
- Kounty Kist peas. Great value in good eating. Adv. from the American weekly, Sept. 16, 1951, p. 10. Appl. author: Leo Burnett Co., inc. © 16Sep51; KK69888.
- Kounty Kist peas. Sweet as a kiss. Great value in good eating. Adv. from the American weekly, Dec. 9, 1951, p. 26. Appl. author: Leo Burnett Co., inc. © 9Dec51; KK69886.
- Kounty Kist peas, sweet value for your table. Adv. from the American weekly, Nov. 4, 1951, p. 26. Appl. author: Leo Burnett Co., inc. © 4Nov51; KK69887.
- Meet my guest stars. Art Linkletter. Green Giant ... sweet peas. Niblets ... fresh corn off the cob. Adv. from Woman's day, Oct. 1951, p. 41. Appl. author: Leo Burnett Co., inc. © 27Sep51; KK69882.
- New pack fresh in. Green Giant peas. Adv. from Life, Aug. 27, 1951, p. 8. Appl. author: Leo Burnett Co., inc. © 24Aug51; KK69897.
- New pack's in. Niblets sweet corn. Adv. from Life, Sept. 24, 1951, p. 9. Appl. author: Leo Burnett Co., inc. © 21Sep51; KK69896.
- One giant everybody believes in. Green Giant, Niblets, Del Maiz. (Peas and corn) Adv. from Life, Oct. 29, 1951, p. 68. Appl. author: Leo Burnett Co., inc. © 26Oct51; KK69893.
- 1 out of every 3 families is a Green Giant customer. Green Giant, Del Maiz, Niblets. (Peas and corn) Adv. from the Progressive grocer, Oct. 1951, p. 2-3. Appl. author: Leo Burnett Co., inc. © 5Oct51; KK69880.
- Take it from Linkletter. Green Giant peas, Niblets sweet corn. Adv. from Life, Oct. 1, 1951, p. 119. Appl. author: Leo Burnett Co., inc. © 28Sep51; KK69895.
- 3 big points to remember about canned vegetable sales. Green Giant peas, Niblets corn. Adv. from the Progressive grocer, Nov. 1951, p. 2-3. Appl. author: Leo Burnett Co., inc. © 5Nov51; KK69879.
- Time for tenderness. Green Giant brand peas. Adv. from Life, Dec. 10, 1951, p. 63. Appl. author: Leo Burnett Co., inc. © 7Dec51; KK69891.
- Understudy to a giant, and I love it. Art Linkletter. Del Maiz ... corn. Niblets Mexicorn. Adv. from Woman's day, Dec. 1951, p. 107. Appl. author: Leo Burnett Co., inc. © 29Nov51; KK69881.
- Venga y tómelo (Come and get it) New pack. Niblets brand Mexicorn. Adv. from Life, Oct. 15, 1951, p. 157. Appl. author: Leo Burnett Co., inc. © 12Oct51; KK69894.

GREENBERG, JACK ©.

- Ironman. (Men's haberdashery) Label. © 26May52; KK74552.

GREENE, ALFRED C.

- Announcing Vulcan vacuum chambers for Auto-Lite, Delco-Remy, Ford. Dual

ignition breaker plates. Catalog no. 52-12. KK69535. SEE Vulcan Motor Products, inc.

Popular pulleys and end plates for Plymouth, Dodge, De Soto, etc. KK74376. SEE Vulcan Motor Products, inc.

Pulleys and end plates for 1952 Ford. KK74375. SEE Vulcan Motor Products, inc.

Pulley for 1952 Chevrolet. KK74448. SEE Vulcan Motor Products, inc.

Replacement parts. KK70941. SEE Vulcan Motor Products, inc.

Vacuum Chambers, to fit Auto-Lite, to fit Delco-Remy ... KK73725. SEE Vulcan Motor Products, inc.

GREENE, BEN.

No more key guessing. Identity Stay-fast key tabs. KK69634. SEE Austin-Greene, inc.

GREENE, HENRY PAUL ©.

Extra, presenting Bill Dwell, a brand-new cartoon series designed especially for the Lumber dealer newspaper advertiser ... Pamphlet. © 14Jan52; KK69250.

GREENEBAUM (M.) AND SONS ©.

Greenebaum's new diamond shipment, direct from South Africa. Adv. from the Evening sun, Baltimore, Dec. 7, 1951, p. 43. Appl. author: Kuff & Feldstein Advertising Agency. © 7Dec51; KK70255.

GREENWOOD, Burton H., owner, The Burtonite Company. SEE Burtonite Company.

GREGG AND SON, INC. ©.

- Corner china cabinet. No. 422. Assembly instructions. Sheet. © 4Apr52; KK72767.
- Corner china cabinet. cNo. 422-A3. Assembly instructions. Sheet. © 9Apr52; KK72735.
- Corner china cabinet. No. 895. Assembly instructions. Sheet. © 4Apr52; KK72764.
- Corner china cabinet. No. 1000. Assembly instructions. Sheet. © 9Apr52; KK72734.
- Corner china cabinet. No. 2231. Assembly instructions. Sheet. © 4Apr52; KK72765.
- Corner china cabinet. cNo. 2231-A3. Assembly instructions. Sheet. © 9Apr52; KK72736.
- Corner china closet. No. 1909. Assembly instructions. Sheet. © 4Apr52; KK72766.

GREGORY, BOBBY ©.

4 master paintings for sale. Folder. © 5Nov51; KK68937.

GREGORY, SETH HARWOOD ©.

Sharwood's wrapt sandwiches. Label. © 10Mar52; KK73466.

GREY, A. L.

The care and preservation of your treasured silver. KK69768. SEE Silvaplate Corporation.

GREY, ALAN LANNY.

Shop the E-Z mail order way, with Lanny and Ginger Grey, singing stars of radio and television. KK73732. SEE Grey Industries.

GREY ADVERTISING AGENCY, INC.

June Haver danced 28 miles in these Mojud magic-motion sheer stockings. KK72745. SEE Mojud Hosiery Company, inc.

Make it merry, make it Mojud. KK69029. SEE Mojud Hosiery Company, inc.

Up-to-the-minute news from Mojud. Suntime, a new, versatile, volume-selling color! KK73933. SEE Mojud Hosiery Company, inc.

Virginia Mayo danced 26 miles in these Mojud Magic-Motion sheer stockings. KK74208. SEE Mojud Hosiery Company, inc.

GREY INDUSTRIES ©.

Shop the E-Z mail order way, with Lanny and Ginger Grey, singing stars of radio and television. (Tarnish stopper, silver polish etc.) Adv. from New York times, international ed., p. 5. Appl. author: Alan Lanny Grey. © 30Mar52; KK73732.

GRIES, ROBERT H.

Back strip removed. KK68771. SEE S and W Fine Foods, inc.

GRIFFIN, A. J.

Blue ribbon prosthetics "swedged" Tru-Rugae. Just like your impression. KK73534. SEE Ticonium.

Bullseye for you! KK70730. SEE Ticonium.

Did you know this about the ladies? KK71861. SEE Ticonium.

Did you know this staggering fact? KK73560 ... SEE Ticonium.

Good work is our hobby. KK74840. SEE Ticonium.

A present for you, presented by your Ticonium Laboratory. KK68925. SEE Ticonium.

The prize catch goes to you. KK69864. SEE Ticonium.

GRIFFIN, KEN.

Doodle page of the month. KK74167. SEE Craftool Company.

GRISSMER, EARL.

Glaxo classified ads. Why wax linoleum? KK69042. SEE Grissmer (Earl) Company.

GRISSMER (EARL) COMPANY ©.

Glaxo classified ads. Why wax linoleum? Glaxo plastic type coating gives long-lasting protection. Sheet. Appl. author: Earl Grissmer. © 2Jan51; KK69042.

GRIZZLY MANUFACTURING COMPANY ©.

Bear in mind, this way you make extra profits. Saftibond. (Brake linings) Post card. Appl. author: Art Kanaske. © 1Dec51; KK69104.

Bear in mind, you can't beat this for satisfying your customers. Saftibond. (Brake linings) Post card. Appl. author: Art Kanaske. © 1Dec51; KK69103.

Bear in mind, you can't beat us for service. Saftibond. (Brake linings) Post card. Appl. author: Art Kanaske. © 1Dec51; KK69102.

Bear in mind, you make more money this way, give better results, too. Saftibond. (Brake linings) Post card. Appl. author: Art Kanaske. © 1Dec51; KK69105.

A lot less downtime. Grizzly Silver-tip brake lining. Folder. Appl. author: Art Kanaske. © 1Feb52; KK70245.

A lot less labor cost. Grizzly Silver-tip brake lining. Folder. Appl. author: Art Kanaske. © 1Feb52; KK70243.

A lot less maintenance cost. Grizzly Silver-tip brake lining. Folder. Appl. author: Art Kanaske. © 1Feb52; KK70241.

GRIZZLY MANUFACTURING COMPANY ©. Cont'd.

- A lot less work. Grizzly Silvertip brake lining. Folder. Appl. author: Art Kanaske. © 1Feb52; KK70244.
- A lot more miles. Grizzly Silvertip brake lining. Folder. Appl. author: Art Kanaske. © 1Feb52; KK70240.
- A lot more safety. Grizzly Silvertip brake lining. Folder. Appl. author: Art Kanaske. © 1Feb52; KK70242.
- A lot more stamina. Grizzly Silvertip brake lining. Folder. Appl. author: Art Kanaske. © 1Feb52; KK70239.
- A lot smoother stops. Grizzly Silvertip brake lining. Folder. Appl. author: Art Kanaske. © 1Feb52; KK70246.

GROLIER SOCIETY, INC.

- The key to your child's future. The book of knowledge. 12 p. Appl. author: Don Taylor. © The Grolier Society, inc.; 31Dec51; KK68975.

GROSS, RICHARD H.

- Fudgsicle. KK73167. SEE Lowe (Joe) Corporation.
- A hit with _____. KK73163. SEE Lowe (Joe) Corporation.
- Popsicle Pete giant gift list 1952-1953. KK74153. SEE Lowe (Joe) Corporation.

GROSS MACHINERY COMPANY, INC. ©.

- S11-Ex black metal stream line washer, 48" and 54" motor drive. Sheet. Appl. author: Manus Roizen. © 3Mar52; KK71083.
- 36" Grossair open-end tumbler. That provides the fastest drying time in the industry. (Dry cleaning equipment) Sheet. Appl. author: Manus Roizen. © 3Jun52; KK74666.

GROVE LABORATORIES, INC. FITCH DIVISION ©.

- At last! A shampoo that helps nature improve your hair! The more you use it, the lovelier your hair becomes. Adv. from New York daily news, Oct. 29, 1951, p. 32. Appl. author: Josephine Walsh. © 29Oct51; KK70033.

- Men and women say no other shampoo used gives you that clean, clean Fitch feeling! Adv. from New York daily news, Nov. 12, 1951, p. 37. Appl. author: Josephine Walsh. © 12Nov51; KK70126.

- New, new, new! Amazing shampoo discovery that gives you film-free hair without "detergent dryness". Adv. from Chicago Sunday tribune, Dec. 9, 1951, p. 8, pt. 7. Appl. author: Josephine Walsh. © 9Dec51; KK70128.

- New, new, new! Amazing shampoo discovery that gives your hair "that hairdresser look". Adv. from Chicago Sunday tribune, Dec. 9, 1951, p. 8, pt. 7. Appl. author: Josephine Walsh. © 9Dec51; KK70129.

- New shampoo discovery gives you film-free hair without detergent dryness. Adv. from the Atlanta journal and constitution magazine, May 25, 1952, p. 30. Appl. author: Josephine Walsh. © 25May52; KK74027.

- New shampoo discovery give you film-free hair without detergent dryness. (Fitch Shampoo) Adv. from This week magazine, Apr. 27, 1952, p. 15. Appl. author: Josephine Walsh. © 27Apr52; KK74155.

- New shampoo discovery gives you film-free hair without detergent dryness. Fitch Shampoo. Adv. from This week magazine, May 25, 1952, p. 21. Appl. author: Josephine Walsh. © 25May52; KK74033.

- New shampoo discovery gives you film-free hair without detergent dryness. Switch to new Fitch shampoo. Adv. from Atlanta journal and constitution magazine, Apr. 27, 1952, p. 30. Appl. author: Josephine Walsh. © The Grove Laboratories, inc.; 27Apr52; KK72982.

- New shampoo discovery gives you film-free hair without detergent dryness. Switch to new Fitch shampoo. Adv. from Life magazine, May 19, 1952, p. 118. Appl. author: Josephine Walsh. © 16May52; KK73841.

- Now a new Fitch discovery brings you the world's finest shampoo. Adv. from New York daily news, Nov. 12, 1951, p. 37. Appl. author: Josephine Walsh. © 12Nov51; KK70127.

- Now, easier to use! Famous shampoo formula improved to give you new miracle-mildness plus that clean, clean Fitch feeling. Adv. from New York daily news, Nov. 5, 1951, p. 61. Appl. author: Josephine Walsh. © 5Nov51; KK70074.

- Now, film-free hair without detergent dryness. Fitch. (Shampoo) Adv. from Alton evening telegraph, Nov. 27, 1951, p. 13. Appl. author: Josephine Walsh. © 27Nov51; KK69586.

- Now millions will discover undreamed-of beauty in their hair! A wonderful new shampoo brings you the "Magic 3". Adv. from New York daily news, Nov. 5, 1951, p. 61. Appl. author: Josephine Walsh. © 5Nov51; KK70075.

- Want lovelights in your hair? Put them there with this new shampoo discovery! Adv. from New York daily news, Oct. 29, 1951, p. 32. Appl. author: Josephine Walsh. © 29Oct51; KK70023.

- GRUBB AND PETERSEN ADVERTISING AGENCY. Cuning KeKo Boater Toppers set a new fashion flair ... KK72271. SEE Kennedy Car Liner and Bag Company, inc.

- Kiddy Kolar. Doctor and nurse. KK72283. SEE Kennedy Car Liner and Bag Company, inc.

- Kiddy Kolar. Liberty. KK72280. SEE Kennedy Car Liner and Bag Company, inc.

GRUEN WATCH COMPANY ©.

- It's Christmas in September with Gruen all-star values! A brilliant new series of 17 and 21 jewel watches. Adv. from Look, Oct. 9, 1951, p. 2-3. Appl. author: McCann-Erickson, inc. © 25Sep51; KK70754.

- It's time you wore the newest advance in watchmaking, the remarkable self-winding Gruen Autowind. Adv. from Look, Apr. 22, 1952, p. 2-3. Appl. author: McCann-Erickson, inc. © 8Apr52; KK74623.

- Only 19 more shopping days to save up to \$10.00! Gruen all-star values! For over 75 years, Gruen watches have been famed as gems of time-keeping style and craftsmanship. Adv. from the Saturday evening post, Oct. 13, 1951, p. 135. Appl. author: McCann-Erickson, inc. © 10Oct51; KK70751.

- There's only one watch like this. Gruen, the first word in Precision, the last word in style. (Wrist-watch) Adv. from Vogue, Apr. 1, 1952, p. 163. Appl. author: McCann-Erickson, inc. © 1Apr52; KK74624.

- To the executive beset with the annual business gift problem. The Gruen Christmas gift plan is the ideal answer. (Watches) Adv. from Fortune, Nov. 1951, p. 225. Appl. author: McCann-Erickson, inc. © 25Oct51; KK70753.

- What marks the graduate's biggest, brightest day? Cap and gown and Gruen. (Wristwatches) Adv. from Saturday evening post, May 3, 1952, p. 82-83. Appl. author: McCann-Erickson, inc. © 30Apr52; KK74625.

- Which picture fits your love this Christmas? It's all done with the magical gift of a Gruen watch. Adv. Appl. author: McCann-Erickson, inc. © 30Nov51; KK70752.

GUDEBROD BROTHERS SILK COMPANY, INC. ©.

- Reel life adventures by Gudebrod. First in line for better fishing. (Fishing lines) Pamphlet. Appl. author: Fred Hooven. © 5Mar52; KK71443.

GUERRANT, EDMONDS L.

- 36 reasons why Ready Hung doors save. KK74455. SEE Ready Hung Door Corporation.

GUILD ASSOCIATES, INC. ©.

- What the Browns like about shopping at Super Valu. (Food store products) Pamphlet. © 15Dec51; KK70253.

GUINNESS (ARTHUR) SON AND COMPANY, INC. ©.

- Guide to Guinness. (Beverage) Adv. from New Yorker. Appl. author: Hewitt, Ogilvy, Benson & Mather. © 7Jun51; KK74758.

GULF BREWING COMPANY ©.

- Merry Christmas; Grand Prize beer. (Men around campfire) 24-sheet poster. Appl. author: Foote, Cone & Belding. © 1Dec51; KK69085.

- Taste, compare, and you'll change to Grand Prize beer. (Man figuring his income tax design) Poster. Appl. author: Foote, Cone & Belding. © 1Mar52; KK71000.

- Taste! Compare! And you'll change to Grand Prize beer. (Man, woman and two dogs) 24-sheet poster. Appl. author: Foote, Cone & Belding. © 1Feb52; KK70581.

- Taste; compare, and you'll change to Grand Prize beer. (Woman and calendar) 24-sheet poster. Appl. author: Foote, Cone & Belding. © 1Jan52; KK69504.

- The top of the brew tastes best to you. Pale dry Grand Prize.

- (Beer) Adv. from the Carlisle legionnaire, Jan. 1952, p. 5. Appl. author: Foote, Cone & Belding. © 10Jan52; KK70571.

- The top of the brew tastes best to you. Pale dry Grand Prize beer. (Group singing) 24-sheet poster. Appl. author: Foote, Cone & Belding. © 1May52; KK73629.

GULF PAPER COMPANY, INC. ©.

- Caro-Maid ice cream. Chocolate. Contents one pint liquid. (Carton) Label. Appl. author: Morgan H. Sturdivant. © 23Apr52; KK73157.

GULF WHOLESALE JEWELRY COMPANY.

- For beauty, for accuracy, Dorlin watches. Lester's, jewelers since 1910. Sheet. Appl. author: James Naiman. © Gulf Wholesale Jewelry Co. (Gulf Wholesale Jewelers, inc.); 11Sep51; KK69469.

GUMBINNER (LAWRENCE C.) ADVERTISING AGENCY, INC.

Now shave as a lady should. KK74897.
SEE Chap Stick Company.

GUNCARL ENTERPRISES.

Start-O-Sand sand. Label. © Gunnar W. Carlson, d.b.a. Guncarl Enterprises; 19Dec51; KK69705.

GUNTHER BREWING COMPANY, INC. ©.

Delicious premium-dry beer; never bitter, never sweet. Gunther. Adv. from the Baltimore news post, Apr. 28, 1952, p. 11. Appl. author: The Biow Co., inc. © 28Apr52; KK73012.

Get on the light side with Gunther. It's premium-dry. (Beer) Adv. from Evening sun, Baltimore, Feb. 18, 1952, p. 25. Appl. author: The Biow Co., inc. © 18Feb52; KK72262.

Get on the light side with Gunther. Never bitter, never sweet, it's premium-dry. (Beer) Adv. from the Evening star, Washington, D. C., Mar. 18, 1952, p. 22. Appl. author: The Biow Co., inc. © 18Mar52; KK71512.

Go get that good Gunther bock today. (Beer) Adv. from Evening Baltimore sun, Mar. 12, 1952, p. 53. Appl. author: Biow Co., inc. © 12Mar52; KK71300.

Gunther beer presents a sensational new \$5,000 grandstand manager contest for baseball fans! Adv. from the Baltimore sun, May 28, 1952, p. 23. Appl. author: Biow Co., inc. © 28May52; KK74008.

The Gunther Brewing Company takes pleasure in announcing the appointment of Newport News Beverage Co. ... Gunther extra dry beer. Adv. from Newport News times herald, Newport News, Va., Feb. 29, 1952, p. 40. Appl. author: The Biow Co., inc. © 29Feb52; KK71150.

Howdy Jackson, get on the light side, today. Go get Gunther. It's premium dry - never bitter, never sweet. (Beer) Adv. from the Baltimore evening sun, May 6, 1952, p. 33. Appl. author: The Biow Co., inc. © 6May52; KK74218.

Howdy Jackson, get on the light side with Gunther! Switch to premium-dry Gunther never bitter, never sweet. (Beer) Adv. from the Baltimore news post, May 14, 1952, p. 8. Appl. author: Biow Co., inc. © 14May52; KK73658.

Now enjoy the premium-dry Gunther never bitter, never sweet ... (Beer) Adv. from Evening news post, Baltimore, Apr. 7, 1952, p. 11. Appl. author: Biow Co., inc. © 15Apr52; KK72506.

Today taste premium-dry Gunther, never bitter, never sweet ... (Beer) Adv. from Evening sun, Baltimore, Apr. 15, 1952, p. 27. Appl. author: Biow Co., inc. © 15Apr52; KK72504.

Today try premium-dry Gunther, never bitter, never sweet. (Beer) Adv. from the Evening sun, Baltimore, Mar. 4, 1952, p. 29. Appl. author: The Biow Co., inc. © 4Mar52; KK71153.

GURNEY SEED AND NURSERY COMPANY ©.

African violets. Here's why Gurney's plants will grow better for you. Adv. from Minneapolis Sunday Tribune, Apr. 13, 1952, p. 11. Appl. author: R. J. Foster. © 13Apr52; KK72479.

3 Chinese elm ... \$1.50 ... You can save money, get better nursery stock by buying direct-by-mail from

Gurney's. Adv. from Minneapolis Sunday Tribune, Apr. 6, 1952, p. 8. Appl. author: R. J. Foster. © 6Apr52; KK72487.

2 Hydrangea ... \$1.59 ... You can save money, get better nursery stock by buying direct-by-mail from Gurney's. Adv. from the Denver post, Apr. 13, 1952, p. 24C. Appl. author: R. J. Foster. © 13Apr52; KK72486.

GUTWILLIG, GUSTAVE.

America's most distinctive candid albums. KK69637. SEE Aabalton's Photofit Album Company.

It's easy to increase your business with these unique albums. KK73861. SEE Aabalton's Profit Album Company.

H

H-B INSTRUMENT COMPANY ©.

Thermometers, psychrometers, hydrometers, specialties. Scientific and industrial instruments for more than a third of a century. 28 p. Appl. author: John P. Eldridge. © 23May52; KK74850.

H. M. H. COMPANY, INC.

Faith, hope and charity. (Anchor and heart design entwined with rope. Religious lapel cross) Label. © The H. M. H. Co., inc.; 7Apr52; KK72757.

H. P. COMPANY.

Dole unsweetened sliced pineapple, dietetic. Label. Appl. author: John Shafer. © Hawaiian Pineapple Co., Ltd., d.b.a. Dole Sales Co. & H. P. Co.; 14Aug51 (in notice: 1950); KK70584.

H. S. D. LABORATORIES, INC. ©.

Topical anesthetic Anesthon, the 35 second wet surface anesthetic. 2 oz. Label. Appl. author: Daniel W. Duffy. © 15Feb52; KK71120.

HACHMEISTER, INC. ©.

Real butter cup cakes. Butter, the only shortening used. © 25Apr52; KK73289.

HACKETT, KENNETH M.

Smiths Oakland open Monday 'til 9 p. m. KK72390. SEE Smiths.

HACKETT (M. H.) COMPANY.

Discriminating people prefer Herbert Tareyton. KK69650 ... SEE American Tobacco Company.

HAEGER POTTERIES, INC.

Sally Potter says: A husband never hides behind the paper in this arrangement. Haeger ceramics make the difference. Adv. from Better homes and gardens, Nov. 1951, p. 175. Appl. author: Western Advertising Agency. © The Haeger Potteries, inc.; 23Oct51; KK71554.
Sally Potter says: You can make old treasures look brand spanking new. Haeger Ceramics make the difference. Adv. from Living for young homemakers, Jan. 1952, p. 78. Appl. author: Western Advertising Agency. © The Haeger Potteries, inc.; 20Dec51 (in notice: 1952); KK72247.

HAGAN CORPORATION ©.

Ratio totalizer. Bulletin 5452. 7 p. © 26Feb52; KK72133.
Ratio totalizer. cRev. bulletin 5452. 7 p. © 21Mar52; KK72134.

HAGER (C.) AND SONS HINGE MANUFACTURING COMPANY ©.

How to make a door behave! (Hinges) Folder. Appl. author: Warner, Schulenburg, Todd & Associates, inc. © 22Jan52; KK70130.

HAHN, ALFRED.

Beadette art. Creative, educational, entertaining. Playstar. Use beads for hats, blouses, dresses ... KK68843. SEE Union Novelty Company, inc.

Glitter doll. Creative, educational, entertaining. Use sequins and beads to glamourize hats, scarfs, dresses ... KK68842. SEE Union Novelty Company, inc.

Miss Jewelry Maker. For every child, hours of fun and play. Creative, educational, entertaining. KK68841. SEE Star Bead and Toy Company.

Miss Jewelry Maker, a product of Star Bead & Toy Co. KK69096. SEE Star Bead and Toy Company.

Playstar Beadette-Art, a product of Union Novelty Co., inc. KK69034. SEE Union Novelty Company, inc.

Playstar Glitter Doll, a product of Union Novelty Co., inc., New York, N. Y. General directions. KK68822. SEE Union Novelty Company, inc.

HAHN, MARVIN.

Even if you're the boss, it will pay you to read this ad and pass it on to your servicemen ... Keller long dwell saturation breaker arm plate kit 9000 ... KK68868. SEE Keller Research Corporation.

HALL (ROBERT) CLOTHES, INC. ©.

Effective immediately! Robert Hall on entire stocks of spring clothing values for the entire family! Adv. from Dayton daily news, Feb. 13, 1952, p. 6-7. © 13Feb52; KK70494.

7 million more people can now save the low overhead way. Robert Hall celebrates the opening of twelve more salesrooms ... (Clothing) Adv. from Life, Sept. 10, 1951, p. 100-101. © 10Sep51; KK71619.

Tomorrow, Robert Hall, America's largest clothing chain opens in Boston! (Men's, women's & children's clothing) Adv. from Boston Sunday advertiser, Dec. 2, 1951, p. 16-17. © 2Dec51; KK70577.

HALL, WILLIAM H.

Krauter fine tools. KK70714. SEE Krauter and Company, inc.

HALL, HAAS AND VESSEY, LTD. ©.

Nelson's select. (Fresh fruits) Label. Appl. author: Robert S. Martin. © 18Jun52; KK74911.

HALS BREWING COMPANY.

Premium beer. Hals. Net contents 12 fluid ounces. Label. Appl. author: Joseph Katz Co. © The Globe Brewing Co., d.b.a. Hals Brewing Co.; 19May52; KK73942.

HALSTEAD, MRS. LESLIE MONROE.

Introducing Rondo by Gorham. KK71375. SEE Gorham Company.

HALTER'S PRETZELS, INC. ©.

Oven King pretzel sticks. They're O. K. (Black carton) Label. Appl. author: Harold W. Burris. © 5May52; KK73354.

Oven King pretzel sticks. They're O. K. Net weight 1 1/4 ozs. (Red, carton) Label. Appl. author: Harold W. Burris. © 5May52; KK73350.

Oven King pretzels. They're O. K. Net wt. 1 oz. Label. Appl. author: Harold W. Burris. © 5May52; KK73352.

Oven King pretzels. They're O. K. Net wt. 8 oz. Label. Appl. author: Harold W. Burris. © 5May52; KK73353.

HALTER'S PRETZELS, INC. ©. Cont'd.

Oven King pretzels. They're O. K.
Net wt. 12 oz. Label. Appl. author:
Harold W. Burris. © 5May52;
KK73351.

HAMILTON, ORRIE W. ©.

1952 year book. Program lumbermen's
35th annual meeting and trade show
... reference manual ... 226 p.
© 7Apr52; KK73218.

HAMILTON ADVERTISING AGENCY, INC.

Throughout the graphic arts industries,
use of Micro precision switches has
proved a principle of good design.
KK68962. SEE Minneapolis-Honeywell
Regulator Company. Micro Switch
Division.

HAMILTON WATCH COMPANY ©.

Are you right on time? How did
ship's bell time start? Hamilton,
the watch of railroad accuracy.
Adv. from Scholastic magazine,
May 23, 1951, p. 32. Appl.
author: Tessie M. Krause.
© 23May51; KK68894.

Are you right on time? How did the
ancient Chinese tell time? Hamilton,
the watch of railroad accuracy.
Adv. from Scholastic
magazine, Nov. 7, 1951, p. 27.
Appl. author: Tessie M. Krause.
© 7Nov51; KK68897.

Are you right on time? What does
Hamilton make besides watches?
Adv. from Scholastic magazine,
Dec. 5, 1951, p. 21. Appl.
author: Tessie M. Krause.
© 5Dec51; KK68898.

Are you right on time? Who made the
first watch? Hamilton, the watch
of railroad accuracy. Adv. from
Scholastic magazine, Oct. 10,
1951, p. 21. Appl. author: Tessie
M. Krause. © 10Oct51; KK68896.

Are you right on time? Who was the
first American watchmaker?
Hamilton, the watch of railroad
accuracy. Adv. from Scholastic
magazine, Sept. 26, 1951, p. 21.
Appl. author: Tessie M. Krause.
© 26Sep51; KK68895.

Enchanting reminders of the hours.
Hamilton, America's fine watch.
Adv. from Town & country, Nov.
1951, p. 59. Appl. author:
Tessie M. Krause. © 31Oct51;
KK68900.

Hamilton fine watches for women and
fine wrist watches for men. Lapel D,
Mona, Sheryll, Selma, Irma, Franklin,
Fleetwood, model no. 16. Sheets.
(Hamilton catalog, p. 5, 81, 145)
Appl. author: Robert E. Welsh.
© 1Mar52; KK72162.

The Hamilton news-mat. (Watches)
Folder.

v. 1, no. 1. Appl. author: Rob-
ert E. Welsh. © 15Oct51;
KK69317.

v. 1, no. 2. Appl. author: Rob-
ert E. Welsh. © 15Oct51;
KK69316.

v. 1, no. 3. Appl. author:
Robert E. Welsh. © 15Oct51;
KK69318.

Here are reproduction proofs ... of
the Hamilton watches featured in
the Hamilton plan for action Feb-
ruary 1 through April 30, 1952.
Pamphlet. Appl. author: Walter H.
Geisler. © 25Jan52; KK72439.

Leading the fashion trend in time.
Hamilton, America's fine watch.
Adv. from Town & country, Dec.
1951, p. 35. Appl. author:
Tessie M. Krause. © 30Nov51;
KK68886.

Someone you love is hoping for a
Hamilton. A Hamilton, all her very
own. (Watches) Adv. from the
Saturday evening post, Sept. 22,
1951, p. 112. Appl. author:
Tessie M. Krause. © 19Sep51;
KK68892.

Someone you love is hoping for a
Hamilton. A Hamilton, all her very
own. (Watches) Adv. from Time,
Oct. 22, 1951, p. 2. Appl.
author: Tessie M. Krause.
© 18Oct51; KK68889.

Someone you love is hoping for a
Hamilton. And right now, during
the watch fashion parade ...
Adv. from the Saturday evening
post, Oct. 20, 1951, p. 167.
Appl. author: Tessie M. Krause.
© 17Oct51; KK68887.

Someone you love is hoping for a
Hamilton. It isn't pride alone ...
(Watches) Adv. from National
geographic, Apr. 1951. Appl.
author: Tessie M. Krause.
© 1Apr51; KK68888.

Someone you love is hoping for a
Hamilton. One way to keep an
anniversary alive throughout the
years ... (Watches) Adv. from
National geographic. Appl.
author: Tessie M. Krause.
© 1Oct51; KK68893.

Someone you love is hoping for a
Hamilton. This month, during the
Watch Fashion Parade ... Adv.
from Country gentleman, Oct. 1951,
p. 71. Appl. author: Tessie M.
Krause. © 26Sep51; KK68890.

Subtle flattery for all time.
Hamilton, America's fine watch.
Adv. from Town & country, Oct.
1951, p. 80. Appl. author:
Tessie M. Krause. © 30Sep51;
KK68899.

To Jim, for holding my hand tight
the day we were married. America's
fine watch, Hamilton. Adv. from
the American magazine, Dec. 1951,
p. 4 of cover. Appl. author:
Tessie M. Krause. © 30Nov51;
KK68901.

HAMMOND INSTRUMENT COMPANY ©.

Add thrilling solo effects to your
piano music ... Solovox offers an
amazing variety of instrumental
effects that blend beautifully with
piano. Adv. from American magazine,
Oct. 1951, p. 18. Appl. author:
Young & Rubicam, inc. © 28Sep51;
KK72524.

Before you buy, find out why: in the
world of church music the Hammond
organ continues to lead. Adv. from
Extension, Nov. 1951, p. 23. Appl.
author: Young & Rubicam, inc.
© 10Oct51; KK69068.

Before you buy, find out why: in the
world of church music the Hammond
Organ continues to lead. Adv. from
Extension, Jan. 1952, p. 29. Appl.
author: Young & Rubicam, inc.
© 15Dec51; KK73765.

Before you buy, find out why, more
than 27,000 churches have chosen
the Hammond organ. Adv. from
Extension, Dec. 1951. Appl.
author: Young & Rubicam, inc.
© 15Nov51; KK70517.

Give a Solovox, the gift that makes
any piano more fun! Adv. from Look,
Dec. 4, 1951, p. 103. Appl. author:
Young & Rubicam, inc. © 20Nov51;
KK72534.

Here's an instrument that is really
designed for those who want to
play without taking lessons.
The Hammond chord organ. Adv. from
Life, Nov. 19, 1951. Appl. author:
Young & Rubicam, inc. © 16Nov51;
KK69857.

Home pianists, add thrilling solo
effects to your piano music. Add
the Solovox to your piano ...
Adv. from Look, Sept. 25, 1951, p.
129. Appl. author: Young & Rubi-
cam, inc. © 11Sep51; KK69067.

A lifetime of beautiful music, yours
for \$1285. Hammond organ, music's
most glorious voice. Adv. from the
Saturday evening post, Oct. 13,
1951, p. 121. Appl. author: Young
& Rubicam, inc. © 10Oct51;
KK69070.

A lifetime of beautiful music, yours
for \$1285. Hammond organ, music's
most glorious voice. Adv. from
Saturday evening post, Nov. 10, 1951,
p. 101. Appl. author: Young &
Rubicam, inc. © 7Nov51; KK69856.

Now we play the violin, cello and
saxophone on our Solovox. (Organ)
Adv. from Look, Nov. 6, 1951,
p. 23. Appl. author: Young &
Rubicam, inc. © 23Oct51; KK69858.

Prove it. Here's an organ you can
play without knowing a note. The
revolutionary Hammond chord organ
... Adv. from Life, Oct. 8, 1951,
p. 18-19. Appl. author: Young &
Rubicam, inc. © 5Oct51; KK69069.

See what \$1285 brings you, now and
for the years ahead. You can have
the glorious music of the Hammond
organ ... Adv. from Etude, Sept.
1951, p. 51. Appl. author: Young
& Rubicam, inc. © 23Aug51;
KK69057.

This year, give a lifetime of glori-
ous music. Truly the Hammond organ
is the perfect family Christmas
gift. Adv. from Farm Journal, Dec.
1951, p. 11. Appl. author: Young
& Rubicam, inc. © 19Nov51; KK72525.

This year, give a lifetime of glori-
ous music. Truly the Hammond organ
is the perfect family Christmas
gift. Adv. from Saturday evening
post, Dec. 8, 1951, p. 109. Appl.
author: Young & Rubicam, inc.
© 5Dec51; KK72523.

27,000 churches know why the Hammond
organ is the world's largest-sell-
ing church organ. Adv. from Ex-
tension, Oct. 1951, p. 23. Appl.
author: Young & Rubicam, inc.
© 10Sep51; KK69063.

HANDCRAFT COMPANY ©.

Gay, soft, warm for long winter
evenings. Mukluks. (Slipper socks)
Adv. from Seventeen, Oct. 1951,
p. 58. Appl. author: Mautner
Agency. © 1Oct51; KK70647.

On Christmas morning the whole family
will be wearing welcome gifts.
Mukluks by Hiestand. (Slipper
socks) Adv. from Mademoiselle,
Nov. 1951, p. 148. Appl. author:
Mautner Agency. © 1Nov51; KK70648.

Quiet, soft, warm. Mukluks by
Hiestand. (Slipper socks)
Adv. from Ladies' home Journal,
Oct. 1951, p. 250. Appl. author:
Mautner Agency. © 1Oct51; KK70649.

Soft as a snowflake, quiet as a
whisper, warm as winter's fire-
light. Mukluks. (Slipper socks)
Adv. from Mademoiselle, Sept.
1951, p. 3 of cover. Appl. author:
Mautner Agency. © 1Sep51; KK70646.

HANDLEY, ARTHUR LINTON, Sr. ©.

As lovely to be held as to behold.
The A-L-H deodorant. Sheet.
© 9Jun52; KK74795.

HAN-D-PAK PRODUCTS, INC. ©.

Han-D-Pak products. Stemless chili
powder. Quality always. Label.
Appl. author: Laurence C. Word.
© 13Feb52; KK71063.

HANNAY (CLIFFORD B.) AND SON, INC. ©.

First and last name in hose reels.
Hannay. New explosion-proof model.
Adv. from National petroleum news,
Feb. 20, 1952, p. 23. Appl. author:
Hevenor Advertising Agency,
inc. © 20Feb52; KK71049.
Greatest ease of operation. Hannay
hose reel with explosion-proof
electric motor. Adv. from Fuel
oil news, Jan. 1952, front inside
cover. Appl. author: Hevenor
Advertising Agency. © 1Jan52;
KK70015.
Hannay hose reels for LPG service with
explosion-proof electric motor.
Sheet. Appl. author: Hevenor Ad-
vertising Agency, inc. © 7Apr52;
KK72389.
Increase your safety factor by
installing the new Hannay hose
reel with explosion-proof electric
motor. Adv. from Butane-propane
news, Jan. 1952, p. 23. Appl.
author: Hevenor Advertising Agency.
© 1Jan52; KK70014.

This hose reel really functions in
LPG delivery service. Hannay.
Adv. from Butane-propane news, June
1952, p. 28. Appl. author: Hevenor
Advertising Agency, inc. © 1Jun52;
KK74797.

Those who know insist on Hannay
hose reels. Check the superior
advantages. (West End Fire Co.
no. 2 truck. Fire truck hose
reels) Adv. from Fire engineering,
Mar. 1952, p. 167. Appl. author:
Hevenor Advertising Agency, inc.
© 15Mar52; KK71788.

Those who know insist on Hannay hose
reels. (Fire fighting equipment)
Adv. from Fire engineering, Jan.
1952, p. 3 of cover. Appl. author:
Hevenor Advertising Agency.
© 15Jan52; KK70229.

Those who know insist on Hannay hose
reels. (Fire truck hose reels)
Adv. from Fire engineering, May
1952, p. 328. Appl. author: Hevenor
Advertising Agency, inc. © 15May52;
KK74280.

HANSCOM BAKING CORPORATION ©.

Hanscom. One pound net. (Candy)
Label. © 8Feb52; KK71769.

HANSEN'S (CHR.) LABORATORY, INC. ©.

Junket brand rennet powder, vanilla
flavor. Net wt. 1 1/2 ozs. Label.
Appl. author: Jim Nash Studio.
© 16Nov51; KK68945.

HARGREAVES, BOB.

How the Hyster Co. cuts aisle
maintaining costs. KK70763. SEE
Traffic Safety Supply Company.
Now available, flexible Dur-O-Line
lane markers. KK70762. SEE
Traffic Safety Supply Company.

HARLOC PRODUCTS CORPORATION ©.

Pacemaker precision built builders
hardware. Factory preassembled sets
for fast, easy installation. (Tub-
ular latch and lock sets) Folder.
Appl. author: The F. W. Prella Co.
© 1May52; KK73051.

HARR COMPANY ©.

Bestever standard plumbing replace-
ment parts. Label. © 1Dec51;
KK68946.
Wholesale plumbing supplies dis-
tributors. Harr Company catalog:
1952. Pamphlet. © 15Feb52;
KK71600.

HARRIS, DAVID H.

Burndy Hytool, for installing Burndy
full-tension Hysplice connectors.
KK70540. SEE Burndy Engineering
Company, inc.

HARRIS-SEYBOLD COMPANY ©.

Graphic 1. Jan. 1952. (Graphic arts
equipment & supplies) c8 p.1
© 16Jan52; KK69748.
Harris Impressions. (Lithographic
supplies) Folder. Appl. author:
Fred W. Baker.
v. 11, no. 6, Nov-Dec. 1951.
© 30Nov51; KK70298.
v. 12, no. 1, Jan-Feb. 1952.
© 25Jan52; KK70299.

HARTLEY, CLIFFORD.

Pull up a chair and a cracker.
KK70317. SEE Borden Company.

HARTMAN (GEORGE H.) COMPANY.

Now, the original linen reinforced
glass fiber seaming tape, avail-
able to do a better, faster job
for you. KK69334. SEE Mansure
(E. L.) Company.

HARVEY (H.) COMPANY, LTD. ©.

For the gift no one will exchange.
Harwood's Canadian, Canada's
finest whiskey. Adv. from New
London day, Dec. 18, 1951, p. 17.
Appl. author: Marx S. Kaufman.
© 18Dec51; KK70658.

HARVEY AND HOWE, INC.

Cakes, home style. KK70903. SEE
Church and Dwight Company, inc.
Household helps with baking soda.
KK73461. SEE Church and Dwight
Company, inc.
How to make quick breads. KK73008.
SEE Church and Dwight Company,
inc.
Your best self, a blending of good
health and good grooming. KK73045.
SEE Church and Dwight Company, inc.

HASPEL BROTHERS, INC. ©.

Be sure it's Haspel. The suit that
carries the Haspel label signifies
the ultimate in quality, value and
good taste. Adv. from New York
herald-tribune, May 18, 1952, p.
27. Appl. author: Alfred J.
Silberstein. © 18May52; KK73630.

HASSAN, Fauthal A. and Joseph A. Hassan,
proprietors, E-Z Playing Card Com-
pany. SEE E-Z Playing Card Company.

HASSAN, Joseph A. and Fauthal A. Hassan,
proprietors, E-Z Playing Card Com-
pany. SEE E-Z Playing Card Company.

HATCH, JAMES H.

Why patent? First hole break!
KK74913. SEE Union Wire Rope
Corporation.

HATTWICK, WILLIAM SAMUEL.

Home and farm V-belt news. Dec. 1951.
KK68912. SEE Gates Rubber Company.

HAWAIIAN Pineapple Company, ltd.,

d.b.a. Dole Sales Co. & H. P. Co.
SEE H. P. Company.

HAWKINS, WILLARD ALVIN ©.

Honest, folks, I've been framed. Tippy
said if he could get in the paper
just once he'd be satisfied. Now it
looks like he'll be back from time
to time, tipping you off on how to
trade cars. Adv. from Arkansas
democrat, Little Rock, Ark.
© 8Feb52; KK72636.

HAWKINSON, EARLE W.

For passenger and truck tires.
KK71194. SEE Hawkinson (Paul E.)
Company.

HAWKINSON, PAUL E.

Hawkinson tire bead depressor
machine. KK69676. SEE Hawkinson
(Paul E.) Company.

HAWKINSON (PAUL E.) COMPANY ©.

For passenger and truck tires.
Hawkinson cooler traction wire
treads. Blotter. Appl. author:
Earle W. Hawkinson. © 1Mar52;
KK71194.
Hawkinson tire bead depressor
machine. (Tire handling equip-
ment) Sheet. Appl. author:
Paul E. Hawkinson. © 15Jan52;
KK69676.

HAWTHORN-MELODY FARMS DAIRY ©.

Kids by the thousands rush to join
Hawthorn-Melody farms dairy Club
of Champs. Sheet. © 14Jun52;
KK74577.
Red Grange calling all boys and
girls. Join our Hawthorn-Melody
Club of Champs. Be a team-mate of
the Chicago Cubs. (Dairy products)
Adv. © 21May52; KK73887.
Red Grange calling all boys and
girls. Join our Hawthorn-Melody
Club of Champs. Be a team-mate of
the Chicago White Sox. (Dairy
products) Adv. from Chicago daily
news, May 20, 1952, p. 15.
© 20May52; KK73888.
Zowie-e-e-e, look at these wonderful
new different milk drinks. Brown
cow, Swiss chocolate flavored;
black cow, root beer flavored.
(Dairy products) Adv. © 11Jun52;
KK74373.

HAYNIE, CATHERINE M.

Dial soap keeps complexions clearer
by keeping skin cleaner. KK71852 ...
SEE Armour and Company.
Even in winter, everyone perspires.
Dial soap removes the cause of per-
spiration odor. KK69053. SEE Ar-
mour and Company.
Mild as May, keeps you fresh all day!
KK74420. SEE Armour and Company.
Protects you in the nicest way.
KK73554. SEE Armour and Company.
Remember, you perspire in winter, too!
KK70296. SEE Armour and Company.
Surest way to stay fresh all day.
KK72174. SEE Armour and Company.
You need protection in winter, too.
Dial soap removes the cause of per-
spiration odor. KK69494. SEE Ar-
mour and Company.
HAYS MANUFACTURING COMPANY ©.
Half a diamond does it in graduated
dial stops. Folder. © 15Feb52;
KK70476.

HEALY, JOHN.

Drink Bavarian's draught for that
over-the-Rhine flavor. KK72242.
SEE Bavarian Brewing Company, inc.

HEAT AND SERVE CORPORATION ©.

InaMinit waffles. Net wt. 5 ozs.
Label. © 1Apr52; KK74678.

HEATBATH APPLIANCES, INC. ©.

New for you, the new line of gas
kitchen heating burners by Heat-
bath. Folder. © 3Jan52; KK69612.

HEATH, GEORGE WILLIAM ©.

Check Mate; how to make your check
book save time and labor. 4 p.
© 21Jan52; KK70254.

HEATILATOR, INC. ©.

Make your fireplace burn better. For
wood, Heatilator fireplace grate.
For coal and wood, Heatilator fire-
place basket. Folder. Appl. au-
thor: Harold A. Pfeiffer.
© 26Sep51; KK69483.

HECKMAN, WAYNE H.

Round of offers to make that get-
together a success. KK70583.
SEE National.

HEDMAN, Robert W., Donald F. Parrish,
Jesse S. Belond & Ruth M. Belond,
composing the partnership of South-
ern California Muffler Co. SEE
Southern California Muffler Company.

HEELEY, ROBERT ARTHUR.
Business reward certificates.
KK70758. SEE Sunset-McKee Business
Forms.
A key to better management. KK70396.
SEE Sunset-McKee Business Forms.

HEETER LITHOGRAPHING COMPANY.
Longer life for transformer oils with
DBPC. Why inhibited oil? DBPC, ef-
fective antioxidant for transformer
insulating oils. KK69410. SEE
Koppers Company, Inc. Chemical
Division.

HEIDINGER, HERBERT.
Southern Seas brand distributed by
Wilbur-Ellis Co. Frozen fresh
boneless swordfish steaks. KK71774.
SEE Wilbur-Ellis Company.

HEILEMAN (G.) BREWING COMPANY ©.
Special Export beer. Label.
© 14Apr52; KK74205.

HEINTZ, JAMES C.
A forecast of 1952 tire sales by
volume and size. KK73125. SEE
Heintz (James C.) and Company, Inc.

HEINTZ (JAMES C.) AND COMPANY, INC. ©.
A forecast of 1952 tire sales by
volume and size. Pamphlet. Appl.
author: James C. Heintz. © 14Apr52;
KK73125.

HELDOR ©.
Newsletter. (Transformer cases and
terminal assemblies) Sheet. Appl.
author: H. J. Ellington.
v. 1, no. 1. © 3Mar52; KK72052.

HELLER, A. H.
Seal-Pack inspected pasteurized
grade A milk. KK71422. SEE
Minnesota Milk Company.

HELLER (B.) AND COMPANY ©.
S & E stabilizer and emulsifier for
ice cream and mellorine. Net weight
10 pounds. Label. Appl. author:
Preston Heller. © 18Mar52; KK73527.

HELLER, PRESTON.
S & E stabilizer and emulsifier for
ice cream and mellorine. KK73527.
SEE Heller (B.) and Company.

HENDEL, HYMAN.
Space Ship puzzle key chains. KK73456.
SEE Champion Plastics Corporation.

HENDERSON, Mrs. RAYMOND LAWTON.
Milk chocolate butter almond toffee.
KK70789. SEE Norris, Inc.
Milk chocolate butter cream pecans.
KK70792. SEE Norris, Inc.
Milk chocolate covered whole brazil
nuts. KK70790. SEE Norris, Inc.
Milk chocolate marshmallow and pecans.
KK70788. SEE Norris, Inc.
Milk chocolate whole twin almonds.
KK70793. SEE Norris, Inc.
Old fashioned selected soft centers.
KK70791. SEE Norris, Inc.

HENDERSON ADVERTISING COMPANY.
Hay-A-Hank. KK70622. SEE
Carolina Manufacturing Company,
Inc.

HENIZE, WALTER F.
Crosley radio service information.
KK74162 ... SEE Avco Manu-
facturing Corporation. Crosley Division.

Crosley television service informa-
tion. KK74899 ... SEE Avco Manu-
facturing Corporation. Crosley
Division.

HENRI, HURST AND McDONALD, INC.
Clean up with Ivalon, the miracle
sponge. KK72074. SEE Ivano, Inc.
Friend Fran saves neighbor Nan.
KK74397. SEE Thor Corporation.
A gift of beauty for you. KK71947 ...
SEE Thor Corporation.
I have a Thor in my new home.
KK70943. SEE Thor Corporation.
I'm ecstatic with my new Thor
automatic, says Imogene Coca.
KK74411. SEE Thor Corporation.
Marvelous for spring cleaning.
KK73421. SEE Ivano, Inc.
Now, clean hygienically with amazing
Ivalon sponge. KK72204. SEE
Ivano, Inc.
Now, from Thor, the all-new auto-
matic washer. KK72210 ... SEE
Thor Corporation.
Save money with Ivalon sponge.
KK73422. SEE Ivano, Inc.
They don't call me Late Laura.
KK71367. SEE Thor Corporation.
Winnie picks a winner. KK73397.
SEE Thor Corporation.

HENSEL, WILLIAM F.
Quickly repairs chipped porcelain.
KK69785. SEE Porcelene, Inc.
Repair chipped porcelain yourself,
it's easy. KK69786. SEE
Porcelene, Inc.

HERCULES POWDER COMPANY ©.
Hercules Dresinok. Folder.
Appl. author: J. W. Dolson.
© 2Jan52; KK70529.
Overseas with Hercules. (Protective
coatings) Folder. Appl. author:
Evelyn S. Reinhardt.
Mar. 1952. © 20Mar52; KK72036.

HERLIHY, FRANK.
Lord & Burnham retail store 1952.
KK70389. SEE Burnham Corporation.

HERMESDORF, FRANK.
The application of Coffman no. 205
stock railings and accessories for
porches and entrance platforms.
KK68964. SEE Coffman (R. G.)
Company, Inc.
Coffman's adjustable size screen
door grille guards. KK71102. SEE
Coffman (R. G.) Company, Inc.
Coffman's low cost stoop railings.
KK71103. SEE Coffman (R. G.)
Company, Inc.
Coffman's new creation for '52.
KK71101. SEE Coffman (R. G.)
Company, Inc.

The Heffern sight level support. A
must for carpenters ... KK73204.
SEE Coffman (R. G.) Company, Inc.
Ornamental iron and your home. Orna-
mental iron costs less than wood or
brick ... KK73203. SEE Coffman
(R. G.) Company, Inc.

HERO MANUFACTURING COMPANY, INC. ©.
Hero, bigger and busier for '52.
More than ever at your service ...
(Knitting needles and accessories)
Adv. from Notion & novelty review,
Dec. 1952, p. 112. Appl. author:
Otto Lobl. © 23Nov51 (in notice:
1950); KK72763.

HERR, RUTH BOES.
Original Rain Pal, folds in your
purse. KK73852. SEE Funk, Rebecca
M.

HERREID, JAMES ROBERT.
If you're too old to play with novel-
ties you're just too old. The Voo-
Doo stick. KK74004. SEE Bunyan
(Paul) Novelty Company.

HERSHEY CREAMERY COMPANY ©.
Hershey's cremo. Chocolate coated ice
cream and sherbet on a stick. Label.
© 1Apr52; KK72445.

HERSHEY MACHINE AND FOUNDRY COMPANY ©.
Commercial and light industrial
motor stoker Crossfeed. The finest
commercial burner scientifically
engineered for clean, economical
anthracite coal. Folder. Appl.
author: Foltz-Wessinger, Inc.
© 25Jan52; KK70093.

HEVENOR ADVERTISING AGENCY, INC.
First and last name in hose reels.
KK71049. SEE Hannay (Clifford B.)
and Son, Inc.
Greatest ease of operation. KK70015.
SEE Hannay (Clifford B.) and Son,
Inc.
Hannay hose reels for LPG service
with explosion-proof electric motor.
KK72389. SEE Hannay (Clifford B.)
and Son, Inc.
Increase your safety factor by
installing the new Hannay hose reel
with explosion-proof electric motor.
KK70014. SEE Hannay (Clifford B.)
and Son, Inc.
This hose reel really functions in
LPG delivery service. KK74797.
SEE Hannay (Clifford B.) and Son,
Inc.
Those who know insist on Hannay hose
reels. KK70229 ... SEE Hannay
(Clifford B.) and Son, Inc.

HEWITT, OGILVY, BENSON AND MATHER.
Guide to Guinness. KK74758. SEE
Guinness (Arthur) Son and Company.

HEYDEN CHEMICAL CORPORATION ©.
Neomycin literature review and
other pertinent data. 59 p.
© 4Feb52; KK71012.

HEYMAN, CAROLYN LORIG.
Dial-A-Pest. KK69767. SEE Cali-
fornia Spray-Chemical Corporation.

HEYMAN, SANDER.
At last, another precious, limited
supply of that rare, deep-flavor
Scotch. KK70837. SEE Quality
Importers, Inc.
The case of the perfect gift. Welch's
wine. KK69595. SEE Quality
Importers, Inc.
Ida loves it, too, says Eddie Cantor.
KK72324. SEE Quality Importers,
Inc.
94 means more. KK73668. SEE Quality
Importers, Inc.
Now you can double your wine business
with these 2 great stars, alike in
taste, alike in quality. KK74021.
SEE Quality Importers, Inc.
Perfection for Passover. Welch's
kosher wine. KK72068. SEE Quality
Importers, Inc.
Pruebalo a usted le gustara, dice
Eddie Cantor. KK74492. SEE
Quality Importers, Inc.
Taste it, you'll love it ... KK69628
... SEE Quality Importers, Inc.
That's my wine, folks, says Eddie
Cantor. KK71200 ... SEE Quality
Importers, Inc.
That's my wine for Passover. KK70924.
... SEE Quality Importers, Inc.
Tops in flavor to the bottom of your
glass. KK73458 ... SEE Quality
Importers, Inc.

HEYMAN, SANDER. Cont'd.

Welch's is our wine for Passover.
I've discovered lots of stars ...
KK71482. SEE Quality Importers,
inc.

HIBBARD, SPENCER, BARTLETT AND COMPANY ©.
Carriage bolts. Cut thread, nuts
attached. Retail selling price
guide. Card. Appl. author: V. M.
Bowers. © 14Mar52; KK72148.

Lag bolts. Cut thread, gimlet points.
Retail selling price guide. Card.
Appl. author: V. M. Bowers.
© 14Mar52; KK72150.

Machine bolts. Cut thread, nuts
attached. Retail selling price
guide. Card. Appl. author: V. M.
Bowers. © 14Mar52; KK72149.

HIBBS, R. M. ©.
Something to crow about. Cezit label
paste. Folder. © 7Feb52 (in
notice: 1951); KK71843.

HICKORY SMOKED CHEESE CORPORATION ©.
Tyro Lette pasteurized processed
smoked cheese. Label. Appl.
author: Somerset Co. © 2Jun52;
KK74554.

HICKS, JIM.
Cool customers are your warmest
friends. KK72838. SEE Borden
Company.
Elsie says: To fill the bill and ring
the till ... KK72837. SEE Borden
Company.

HICKS AND GREIST, INC.
Here's a dream come true. KK74209.
SEE Home Decorators, inc.
I am industry: 1952. KK72998 ...
SEE General Cable Corporation.
Important, Lewyt vacuum cleaner.
Buy your Lewyt from an authorized
Lewyt dealer. KK68982. SEE
Lewyt Corporation.
In the American tradition. KK73006.
SEE General Cable Corporation.

An invitation from Emily Post.
KK71259. SEE Home Decorators,
inc.

It's like falling in love all over
again. KK74210. SEE Home Deco-
rators, inc.

It's quiet; it's powerful ... KK73062
... SEE Lewyt Corporation.

It's quiet; listen, no roar ...
KK71965 ... SEE Lewyt Corporation.

Let me tell you about a summer job.
KK71529. SEE Home Decorators, inc.

A strong America is the bulwark of
freedom. KK70121 ... SEE General
Cable Corporation.

HIEGER, ROBERT H.
Even if you're the boss, it will pay
you to read this ad and pass it on
to your servicemen ... Keller long
dwell saturation breaker arm plate
kit 9000 ... KK68868. SEE Keller
Research Corporation.

HIGGINS, DALE G.
Ecco roll coater, impregnator and
laminator. Bulletin 1000. KK71953.
SEE Waldron (John) Corporation.
Waldron plastic embosser. Bulletin
1001. KK71952. SEE Waldron (John)
Corporation.

HILGERS, JOHN ©.
Directions for the new antihistamine
Rex Hunters dog tablets. Folder.
© J. Hilgers; 4Apr52; KK72256.
Rex Hunters antihistamine dog tab-
lets. For temporary relief of
itching, scratching of dogs when
due to allergic causes. Label.
© 11Mar52; KK71607.

HILL, JOHN D.
The improved Flex-A-Foam filter mask.
KK69627. SEE Goggle Parts Company.

HILL, RICHARD.
Biggest buy in TV today ... KK70800
... SEE Belmont Radio Corporation.
1st of the better things to come in
'52. KK72574. SEE Belmont Radio
Corporation.

Here's why we both agree on Raytheon
TV, it's futurized. The Constella-
tion. KK68929. SEE Belmont Radio
Corporation.

Here's why we both agree on Raytheon
TV, it's futurized. The Starlight.
KK68928. SEE Belmont Radio Corpora-
tion.

Owner's guide for Futurized Raytheon
TV. KK71386. SEE Belmont Radio
Corporation.

Things you should see. KK71215.
SEE Belmont Radio Corporation.

You can tell it, sell it and profit.
KK72576. SEE Belmont Radio Corpora-
tion.

HILL, SPENCER.
Gaylord Hauser, world-famous food
authority, helps you sell the
Osterizer. KK73370. SEE Oster
(John) Manufacturing Company.
Gaylord Hauser, world-famous food
authority, recommends the Osterizer
... KK73372. SEE Oster (John)
Manufacturing Company.
Gaylord Hauser, world-famous food
authority says: the gift she will
love, and so will you. KK74076.
SEE Oster (John) Manufacturing
Company.

Gaylord Hauser, world-famous food
authority writes: I use an Osterizer
exclusively. KK74038. SEE Oster
(John) Manufacturing Company.

Here's what we're telling your custo-
mers in '52. KK73618. SEE Oster
(John) Manufacturing Company.

It's no secret Stim-u-lax. KK74040.
SEE Oster (John) Manufacturing
Company.

Make a date. KK73368. SEE Oster
(John) Manufacturing Company.

New magic for your kitchen. KK71051.
SEE Oster (John) Manufacturing
Company.

Oster motor driven clippers. KK72459.
SEE Oster (John) Manufacturing
Company.

Osterizer for better balanced, more
nourishing food and drink. KK72458.
SEE Oster (John) Manufacturing
Company.

Sell the most wanted electric clipper
line. KK74041. SEE Oster (John)
Manufacturing Company.

Sheer magic with food and drink.
KK72308. SEE Oster (John) Manu-
facturing Company.

Smooth, that's why so many barbers
insist on Progenic electric clip-
pers. KK74039. SEE Oster (John)
Manufacturing Company.

Think, your electric hair clipper is
the most important part of your
business. KK73369. SEE Oster
(John) Manufacturing Company.

You'll be happy, too, with the big
profits from Raycine electric clip-
pers. KK72457. SEE Oster (John)
Manufacturing Company.

HILLFRICH AND BRADSBY COMPANY, INC. ©.
Famous slugger year book: 1952.
Louisville Slugger. (Baseball bats)
Pamphlet. Appl. author: Jack Mc-
Grath. © 24Apr52; KK73126.

HILLS BROTHERS COFFEE, INC. ©.
Another spring song value, Hills Bros.
coffee. Label. (Adform 95)
© 24Mar52; KK72478.

Hills Bros. coffee. Red can brand. The
original vacuum pack. Poster. (Ad-
form 90) © 24Mar52; KK72473.

I was penny-wise, and pound-foolish.
Hills Bros. coffee. Adv. from the
San Francisco news, Nov. 1, 1951.
Appl. author: N. W. Ayer & Son, inc.
© 1Nov51; KK70261.

Make friends with Hills Bros. friend-
lier flavor. (Coffee) Appl. author:
N. W. Ayer & Son, inc.
(Dancing scene) Adv. from the San
Francisco news, Nov. 8, 1951.
© 8Nov51; KK70256.

(Hallowe'en scene) Adv. from the
San Francisco news, Oct. 18, 1951.
© 18Oct51; KK70258.

(Party scene) Adv. from San Fran-
cisco call-bulletin, Nov. 1,
1951. © 1Nov51; KK70257.

(Singing group) Adv. from the San
Francisco news, Oct. 4, 1951.
© 4Oct51; KK70259.

(Tennis group) Adv. from the San
Francisco news, Sept. 20, 1951.
© 20Sep51; KK70260.

Something to sing about, Hills Bros.
coffee. Poster. (Adform 89)
© 24Mar52; KK72472.

Something to sing about, Hills Bros.
coffee. Price card. (Adform 94)
© 24Mar52; KK72477.

A spring song of values. (Hills Bros.)
(Coffee) Poster. (Adform 91)
© 24Mar52; KK72474.

A spring song value. (Hills Bros.)
(Coffee) Poster. (Adform 92)
© 24Mar52; KK72475.

A spring song value, Hills Bros.
coffee. Label. (Adform 93)
© 24Mar52; KK72476.

Treat yourself to the finest.
Hills Bros. coffee. Label.
© 26Dec51; KK70168.

We're cup-wise now. Hills Bros. cof-
fee. Adv. from the San Francisco
news, Nov. 14, 1951. Appl. author:
N. W. Ayer & Son, inc. © 14Nov51;
KK70263.

When is coffee a bargain? Hills Bros.
coffee. Adv. from the San Francis-
co news, Nov. 30, 1951. Appl. au-
thor: N. W. Ayer & Son, inc.
© 30Nov51; KK70262.

HIRSCH, RICHARD I.
You are invited to a very special
open house & discount sale.
KK72854. SEE Hirsch (Richard I.)
and Company.

HIRSCH (RICHARD I.) AND COMPANY ©.
You are invited to a very special
open house & discount sale. (Fur-
niture) Sheet. Appl. author:
Richard I. Hirsch. © 1Feb52;
KK72854.

HIRSCH, RICHARD V. ©.
Normalized iron castings, ground
parallel and square, Symplex tool-
ing standards. (Casting forms)
Sheet. © 3Mar52; KK72884.

HOAGUE-SPRAGUE CORPORATION ©.
Ace-Hi footwear. A product of Consoli-
dated, Lynchburg, Virginia. (Shoe
boxes) Label. © 13Dec51; KK68831.
Adams Bros. Over 50 years. (Shoe
boxes) Label. © 27Mar52; KK71960.
Chase's pals. Honest wear in every
pair. (Shoe boxes) Label.
© 24Jan52; KK70002.

The custom grade Ground Gainer.
G-95AB. (Shoe boxes) Label.
© 13Feb52; KK70717.

Dixie girl. KK74760. SEE Abrahams
(David) inc.

Dorothy May beautiful shoes. (Shoe
boxes) Label. © 9Jun52; KK74626.

HOAGUE-SPRAGUE CORPORATION ©. Cont'd.

Fashion Page footwear. (Shoe boxes) Label. © 15Jan52; KK69662.

Flexmatic Juniors, posture form juvenile footwear. Label. © 27Dec51; KK69173.

Happy deluxe. (Shoe boxes) Label. © 5Jun52; KK74627.

Holly Welt. (Shoe boxes) Label. © 19Dec51; KK69038.

Hollywood Slak-eze. (Shoe boxes) Label. © 28Dec51; KK69245.

Lion cubs. (Shoe boxes) Label. © 9May52; KK73510.

Lion sandals hand laced for your comfort. (Shoe boxes) Label. © 16Apr52; KK72683.

Lucky Star; Johnny Five Star. (Shoe boxes) Label. © 8Jan52; KK69913.

Melody Lane. (Shoe boxes) Label. © 22Jan52; KK70003.

Miss Modern Sports for town-n-country. (Shoe boxes) Label. © 31Jan52; KK70099.

Modcraft Flatsters. KK70081. SEE Modcraft Shoes, inc.

Paris Styles. (Shoe boxes) Label. © 13Dec51; KK69037.

Play Steps. For town-n-country. (Shoe boxes) Label. © 30Jan52; KK70082.

Riff's Originals. (Shoe boxes) Label. © 26Dec51; KK69174.

Skilcraft, walk with comfort. (Shoe box) Label. © 4Mar52; KK71197.

Wedglings by Calderazzo. (Shoe boxes) Label. © 31Jan52; KK70460.

HOBART MANUFACTURING COMPANY.

Hobart-Federal Steakmaster tenderizer. The versatile steak-making and food-processing machine. Folder. © The Hobart Manufacturing Co.; 15Apr52; KK72508.

HOBBS, FRANK.

Color in your bathroom with Colotype Tyle-Bord prefinished wallpanels. KK72655. SEE Colotype Tyle-Bord, inc.

HOCHMAN, LOUIS.

Here it is! The greatest shortcut in first aid bandaging since 600 B. C. KK69664. SEE Surgitube Products Corporation.

A new jet speed bandage; Surgitube. KK72367. SEE Surgitube Products Corporation.

Surgitube the greatest shortcut in bandaging since 600 B. C. KK69682. SEE Surgitube Products Corporation.

A twist and it fits. Scientific gauze bandage. KK72882. SEE Surgitube Products Corporation.

HOEFER, DIETERICH AND BROWN, INC.

Shirt saver, Marshall Steel. KK74891. SEE Marshall Steel Company.

HOFFMAN, BERNARD.

Destroys wastel D-Con Rid-X. KK72259. SEE D-Con Company, inc.

HOFFMAN, H. I.

Capsules chloral hydrate cby; Fellows. KK72852. SEE Hoffman Advertising, inc.

HOFFMAN, JACK C.

Serve hot Milani's Cimarron barbecue sauce. KK71641. SEE Milani (Louis) Foods, inc.

HOFFMAN ADVERTISING, INC. ©.

Capsules chloral hydrate cby; Fellows. Odorless, non-barbiturate, tasteless. (Pharmaceuticals) Adv. from

Medical times, Apr. 1952, p. 32a-33a. Appl. author: H. I. Hoffman. © 1Apr52; KK72852.

HOFFMAN BEVERAGE COMPANY ©.

For sparkling holiday highballs, mix with Hoffman club soda, ginger ale. Adv. from New York Journal American, Dec. 20, 1951, p. 12. Appl. author: Warwick & Legler, inc. © 20Dec51; KK69722.

The makers or importers of these world famous whiskies recommend Hoffman club soda as the finest mixer for a perfect highball. Adv. from the New York times, Feb. 21, 1952, p. 15. Appl. author: Warwick & Legler, inc. © 21Feb52; KK73367.

The makers or importers of these world famous whiskies recommend Hoffman club soda as the finest mixer for a perfect highball. Adv. from the New York times, Mar. 13, 1952, p. 23. Appl. author: Warwick & Legler, inc. © 13Mar52; KK73366.

The makers or importers of these world famous whiskies recommend Hoffman club soda as the finest mixer for a perfect highball. Adv. from the New York times, Apr. 24, 1952, p. 27. Appl. author: Warwick & Legler, inc. © 24Apr52; KK73365.

Order now! Have plenty of Hoffman quality beverages in your home for a happy Thanksgiving holiday. Adv. from New York Journal American, Nov. 20, 1951, p. 7. Appl. author: Warwick & Legler, inc. © 20Nov51; KK69721.

Yankee fans, Giant fans, Dodger fans, enter this exciting Hoffman baseball contest. (Soft drinks) Adv. from World telegram and sun, New York, Apr. 15, 1952, p. 29. Appl. author: Warwick & Legler, inc. © 15Apr52; KK73425.

HOGLUND, EDGAR R.

Brockelman's Gold Bond. KK70699. SEE Brockelman Brothers, inc.

HOIT (CHARLES W.) COMPANY, INC.

Quality plus: what does it mean? KK72971. SEE Stanley Home Products, inc.

HOLBERT, Milton R., d.b.a. Holly Holder Company. SEE Holly Holder Company.

HOLLAND (REGINALD H.) INC. ©.

Action in water, a study by Gjon Mil. Dear Mr. Saxe: Water has a particular significance in the Chlorodont picture. (Toothpaste) Sheet. © 16Apr52; KK72610.

Beauty is as does, Dr. Saxe. (Plastic teeth) Sheet. © 2Jun52; KK74489.

Dear Dr. Saxe, here is your personal copy of what I feel is a striking example of imaginative photography. Chlorodont. (Tooth paste) Sheet. © 9Jan52; KK69382.

Dear Mr. Saxe: This little measuring worm ... Chlorodont. (Chlorophyll toothpaste) Sheet. © 13Mar52; KK71324.

Dr. Saxe, how do you see it? (Plastic teeth) Sheet. © 18Feb52; KK70613.

Dr. Saxe, you've got to be shown. The careful approach. A congressman was journeying by train ... Justi Denta Pearl S-R. (Plastic dentures) Sheet. © 9Jan52; KK69381.

An electronic Boswell, Mr. Saxe, an up-to-date version. (Dictaphone machines) 2 sheets. © 13Feb52; KK70760.

An electronic Boswell, Mr. Saxe. An up-to-date version. One of the marvels of the 18th century is the way

Boswell always seems to have been there when Dr. Johnson said anything noteworthy. Dictaphone, Time-Master. Sheet. © 29Nov51; KK68862.

Here it is, Mr. Saxe. An electronic wonder. We've whet your appetite. Time-Master cDictaphone Sheet. © 29Nov51; KK68865.

It's the twentieth century, Mr. Saxe. (Dictaphone machines) Sheet. © 18Feb52; KK70614.

It's the twentieth century, Mr. Saxe. Moving towards the future. When the New York Central wanted to make its 20th Century Limited the show train of the nation ... Dictaphone Time-Master. Sheet. © 29Nov51; KK68863.

Mr. Saxe, primitive man did his best. It was a difficult art. Pictures on the walls of caves ... Dictaphone, Time-Master, Dictabelt. Sheet. © 29Nov51; KK68866.

The pace changes. Bygone days. Our artist has recaptured the atmosphere of a slower-paced America. (Dictaphone machines) Sheet. © 29Nov51; KK68861.

People are talking ... (Chlorophyll toothpaste) Sheet. © 26May52; KK74188.

A question of standards, Mr. Saxe. Weigh it carefully. Washington's Bureau of Standards tells of a machine ... Dictaphone. Sheet. © 29Nov51; KK68864.

The spice of life, Mr. Saxe. Justi Denta Pearls. (Plastic teeth) Sheet. © 19Mar52; KK71471.

HOLLAND-RANTOS COMPANY, INC. ©.

The physician's guide. Method of contraception. (Gynecological supplies) 29 p. Appl. author: Leo Coel. © 19Oct51; KK71196.

HOLLANDER (I. L.) INC. ©.

Hollander coin albums. The modern method for housing and displaying coins which will give your coin collection that desired appearance. (Albums, coin holders, titling kits, etc.) Folder. Appl. author: Irving L. Hollander. © 15Apr52; KK73161.

HOLLANDER, IRVING L.

Hollander coin albums. KK73161. SEE Hollander (I. L.) inc.

HOLLISTER, HARRY H. ©.

Here it is, start playing today. \$41,000 in prizes for playing TangleComics. (Newspapers) Adv. from the Evening bulletin, Philadelphia, Jan. 16, 1952, p. 8. © 16Jan52; KK71475.

Here's the big, exciting news. All details about how you can win fame and fortune. Share \$16,250. Ohio place names. (Newspapers) Adv. from Ohio state journal, Columbus, Ohio. © 5Nov51; KK71626.

New horizons. Here it is. Tennessee tangle towns. The opportunity of your lifetime to win fabulous prizes. (Newspapers) Adv. from the Knoxville journal, Knoxville, Tenn., Oct. 7, 1951, p. 10. © 7Oct51; KK72637.

Starting today ... this exciting opportunity to win fabulous prizes. Play Ohio place names. (Newspapers) Adv. from Ohio state journal, Nov. 1, 1951, p. 8. © 1Nov51; KK72638.

A state is born. Here is everything you need to play Tennessee tangle towns. (Newspapers) Adv. from the Knoxville journal, Knoxville, Tenn. © 11Oct51; KK71625.

\$20,000 in prizes. Funny names game. (Newspapers) Adv. from San Antonio express, June 11, 1952, p. 6-7. © 11Jun52; KK74916.

HOLLY HOLDER COMPANY.

Holly Gordlift. Hold-O-Matic iron cord holder. Label. © Milton R. Holbert, d.b.a. Holly Holder Co.; 3Jun52; KK74670.

HOLLYMADE HARDWARE MANUFACTURING COMPANY ©.

Bor-N-Set self-aligning cylindrical locks. (Lockset hardware items) Sheet. © 21Feb52; KK71163.

Challenger multi-purpose semi-heavy duty cylindrical locks. (Lockset hardware items) Folder. © 25Feb52; KK71164.

HOLLYWOOD BACKSTAGE COMPANY.

Face powder. Net contents 3/4 oz. Label. Appl. author: Nat Zausner. © The Hollywood Backstage Co.; 28Feb52; KK70920.

HOLZER, J. A.

3 free lucky coupons for you. KK68943. SEE Sylvan Sweets Company.

HOME DECORATORS, INC. ©.

Here's a dream come true. (Silverware) Adv. from Town & Country, Apr. 1952, p. 100-101. Appl. author: Hicks & Greist, inc. © 1Apr52; KK74209.

An invitation from Emily Post. The Silver Counselors. Adv. from Glamour, Mar. 1952, p. 73. Appl. author: Hicks & Greist, inc. © 22Feb52; KK71259.

It's like falling in love all over again. (Silverware) Adv. from House & garden, May 1952, p. 38-39. Appl. author: Hicks & Greist, inc. © 20Apr52; KK74210.

Let me tell you about a summer job made-to-order for teachers. Silver counseling. (Sterling silver) Adv. from the Grade teacher, Apr. 1952, p. 12. Appl. author: Hicks & Greist, inc. © 1Mar52; KK71529.

HOME MUTUAL INSURANCE COMPANY ©.

A property owner's insurance survey service designed to save you an uninsured loss. Folder. Appl. author: Richard E. White. © 21Mar52; KK72828.

HONAN-CRANE CORPORATION ©.

Stop downtime, costly repairs on hydraulic equipment with world-famous Honan-Crane. (Oil purification equipment) Adv. from American machinist, May 12, 1952, p. 309. © 12May52; KK74514.

HONIG-COOPER COMPANY.

Clorox bleaches extra gently. KK71134. SEE Clorox Chemical Company.

Clorox does more than give you extra-gentle bleaching. KK71141. SEE Clorox Chemical Company.

Extra-gentle bleaching is only the beginning with Clorox. KK70031. SEE Clorox Chemical Company.

The microscope proves a Clorox clean wash is sanitary safer for family health! KK73994. SEE Clorox Chemical Company.

Snowy white! Yes, and more important, sanitary, too because it's Clorox clean! KK73995 ... SEE Clorox Chemical Company.

To make linens white is not enough. KK73448 ... SEE Clorox Chemical Company.

You get extra-gentle bleaching and more with Clorox ... KK68738 ... SEE Clorox Chemical Company.

You get far more than gentler bleaching with Clorox. KK71782. SEE Clorox Chemical Company.

HOOKEE ELECTROCHEMICAL COMPANY ©.

Fluorolubes. Hooker bulletin no. 30.

(Chemicals, polymers and lubricants) 13 p. Appl. authors: J. P. Edwards, L. S. Bovier, and A. V. Chinnock. © 27Feb52; KK71132.

MPS 500 stabilizer systems, technical report No. R-5142. Hooker chemicals. Pamphlet. Appl. authors: Paul Robitschek and Charles Ilardo. © 29May52; KK74141.

HOOVEN, FRED.

Reel life adventures by Gudebrod. KK71443. SEE Gudebrod Brothers Silk Company, inc.

HOPKINS AGRICULTURAL CHEMICAL COMPANY ©.

Kill rats & mice! The original Hopkins Rat Tunnel. Label. (no. 3) © 24Mar52; KK72659.

Kill rats & mice! The original Hopkins Rat Tunnel, net wt. 1 lb. Label. (no. 1) © 24Mar52; KK72658.

HOPP, PHILIP.

Price marking catalog. KK72920. SEE Hopp Press, inc.

HOPP PRESS, INC.

Price marking catalog. To be first with the finest in price marking, look to Hopp, the unchallenged leader in modern price marking systems. 55 p. Appl. author: Philip Hopp. © The Hopp Press, inc.; 20Mar52; KK72920.

HORNELL BREWING COMPANY, INC. ©.

Hornell naturally dry beer. Label. Appl. author: Frank Kilbert, Jr. © 4Feb52; KK70446.

HORWITZ, DAVID.

Freezer to slicer with the HydraSlice frozen meat cutter. KK70990. SEE General Machinery Corporation.

HOSIERY GUILD, INC. ©.

I'm a Pixie Slipper Sox, wear like shoes, wash like any socks ... Label. Appl. author: Victor Lebow. © 1Apr52; KK74065.

HOUSE, JOHN DAVIS, Jr.

Na-Churs liquid fertilizer. Makes the good earth better. For lawns, flowers, shrubs ... Used by leading tomato-growers, tobacco growers, florists ... Directions. KK68810. SEE Na-Churs Plant Food Company.

HOUSE OF GRIFFIN, INC. ©.

Se faire une beauté. The aristocrat of cosmetics. Label. Appl. author: Advisors, inc. © 28Apr52; KK73273.

HOUSE OF WORSTED-TEX, INC.

This is you in a blue Worsted-Tex British lounge model. (Clothing) Adv. from the New York times magazine, Dec. 2, 1951, p. 15. Appl. author: Alfred J. Silberstein. © The House of Worsted-Tex, inc.; 2Dec51; KK74914.

This is you in a Tropi-Tex British lounge model. (Clothing) Adv. from Holiday, June 1952, p. 118. Appl. author: Alfred J. Silberstein. © The House of Worsted-Tex, inc.; 18May52; KK74762.

This is you in a Tropi-Tex British lounge model. (Clothing) Adv. from Look, May 6, 1952, p. 87. Appl. author: Alfred J. Silberstein. © The House of Worsted-Tex, inc.; 22Apr52; KK74763.

This is you in a Worsted-Tex British lounge model. You feel as clean-cut and crisp as an autumn breeze. Adv. from Esquire, Oct. 1951, p. 29. Appl. author: Alfred J. Silberstein. © The House of Worsted-Tex, inc.; 7Sep51; KK74766.

This is you in the British lounge model Worsted-Tex and Tropi-Tex. Required to suit the occasion, admired for comfort and style! (Clothing) Adv. from the New York times magazine, Mar. 30, 1952, p. 4. Appl. author: Alfred J. Silberstein. © The House of Worsted-Tex, inc.; 30Mar52; KK74905.

HOWALD, A. S., sole owner, Chef Howald's Famous Foods. SEE Chef Howald's Famous Foods.

HOWARD (E. T.) COMPANY, INC.

Could you sue your mattress for non-support? KK74576. SEE United States Bedding Company.

In the bedding industry 1952 will be remembered for the historic news contained in this announcement. KK74597. SEE Eclipse Sleep Products, inc.

Memo to the man on the floor. KK74851. SEE Eclipse Sleep Products, inc.

What does the doctor say? KK74852. SEE Eclipse Sleep Products, inc.

HOWARD, GEORGE H. ©.

A new accurate method for interlocking cast-iron screws in motor blocks for a permanent repair. Sheet. © 15Jan52; KK69804.

HOWE, EDWIN J.

New enclosed roll neck assembly with A-B-K bearings. KK71912. SEE American Brake Shoe Company.

Tomorrow's stops start here today. KK70813. SEE American Brake Shoe Company.

HOYT (CHARLES W.) COMPANY, INC.

Enjoy friends while you shop. KK71502. SEE Stanley Home Products, inc.

Everyone's giving a Stanley hostess party. Stanhome. KK68739. SEE Stanley Home Products, inc.

Facts about American flyer trains. KK69994. SEE Gilbert (A. C.) Company.

Get this wonderful furniture cream at Stanley hostess parties. KK70676. SEE Stanley Home Products, inc.

Have fun while you shop. KK69709. SEE Stanley Home Products, inc.

Stanley parties save farm women valuable shopping time. KK71503. SEE Stanley Home Products, inc.

Your Stanley dealer is your neighbor and your friend. KK69877. SEE Stanley Home Products, inc.

HUB HOSIERY MILLS, INC. ©.

Hub gives the Hotfoot to sagging teenage sock sales. Adv. Appl. author: Myron L. Siltan. © 29Feb52; KK74875.

HUCKINS-SMITH, INC.

The easy to set mouse trap. KK72889. SEE Animal Trap Company of America.

Little Champ mouse traps. KK71890. SEE Animal Trap Company of America.

The method used by the Pied Piper won't work today, but a Holdfast sensitive, four-way rat trap will kill rats for you everyday. KK71991. SEE Animal Trap Company of America.

Mice contaminate food, are destructive, spread disease. KK71986. SEE Animal Trap Company of America.

Newhouse coyote bait. KK71988 ... SEE Animal Trap Company of America.

Newhouse coyote killer cartridges. KK71987. SEE Animal Trap Company of America.

HUCKINS-SMITH, INC. Cont'd.

Newhouse safety coyote killer.
KK71989. SEE Animal Trap Company of America.

One Newhouse safety coyote killer complete with gun and stake.
KK71985. SEE Animal Trap Company of America.

They're okay, folks. KK71891. SEE Animal Trap Company of America.

HUDSON (H. D.) MANUFACTURING COMPANY. ©.

Easy does it, with the Hudson Comet ... continuous spray. (Hand sprayer) Label. © 31Mar51; KK69671.

Extra sanitary, protects herd health; more dependable, serves better. Hudson Sani-Kleen siphonless water bowl. Folder. © 30Nov51; KK72555.

Fight insect damage with Hudson dust-ers. (Applicators of powdered insecticides) Folder. © 28Feb52; KK73623.

For the first time, the magic of stainless steel in a hand sprayer, Hudson Eclipse. Folder. © 31Mar52; KK74299.

Fresh air in your farm buildings puts money in your pocket. Hudson Lektrik-Air ventilation. (Electric ventilation equipment) Folder. © 31Aug50; KK72556.

Hudson Favorite, no. 9. (Sprayer) Label. © 25Feb52; KK70866.

Hudson Simplex inner-seal compression sprayer. Folder. © 31Jan50; KK69670.

Introducing Hudson Favorite no. 9. A completely new sprayer opens a whole new market. Sheet. © 31Mar52; KK72557.

Light misty spray, heavy residual sprays; 2-spray nozzle. Hudson Capital. Handy, all-purpose compression sprayer. Label. © 31Mar51; KK72558.

Look it over. Hudson Saf-T-Lok sprayer. Label. © 18Feb52; KK70867.

No. 709 X-Pert. A Hudson Saf-T-Lok sprayer. Label. © 25Feb52; KK70868.

No. 710A X-Pert. A Hudson Simplex inner seal sprayer. Label. © 25Feb52; KK70869.

Walk away from poultry chores. Use Hudson equipment for better results, less time, less cost. Adv. from Farmer-stockman, Apr. 1952, p. 13. Appl. author: John W. Shaw. © 1Apr52; KK72073.

HUDSON MOTOR CAR COMPANY. ©.

The Hudson dealer franchise and what it means to you. (Motor cars) 32 p. Appl. author: B. S. F. & D. © 14Feb52; KK72165.

Hudson for '52. (Motor cars) 27 p. Appl. author: B. S. F. & D. © 8Dec51; KK68916.

Presenting a fabulous new Hudson Hornet and a new, lower-priced running mate, the spectacular Hudson Wasp. (Motor cars) 8 p. Appl. author: B. S. F. & D. © 8Dec51; KK68917.

Quick facts about the Hudson dealer franchise. (Motor cars) 7 p. Appl. author: B. S. F. & D. © 13Feb52; KK72168.

Why the fabulous Hudson Hornet is a winner by Marshall Teague and Herb Thomas. (Motor cars) 11 p. Appl. author: B. S. F. & D. © 17Mar52; KK72164.

HUFFMAN, HORACE MCKEE, JR.

Fun 3 ways at big savings. KK73171. SEE Huffman Manufacturing Company. Wheel Goods Division.

HUFFMAN MANUFACTURING COMPANY. WHEEL GOODS DIVISION. ©.

Fun 3 ways at big savings. Save up to \$50. Solve the velocipede-tricycle-bicycle problem for years to come. Huffy-Convertible. Adv. from Life, Dec. 3, 1951. Appl. author: Horace McKee Huffman, Jr. © 3Dec51; KK73171.

HUGHES, WILLIAM G.

Spacy returns ... Rocket Motors used car sale. KK73934. SEE M. W. K. F. Motors, Inc.

HUGHES TOOL AND MANUFACTURING COMPANY. ©.

Lures both men and fish and profits for you. Show it, sell it, profit it. The original virgin mermaid in a new display package. (Fishing bait) Folder. © 1Feb52; KK71682.

HUGUENIN COMPANY.

Can you save yourself & family in a fire? In 9 cases out of 10 you can't. KK68867. SEE Lord-Taber Company, Inc.

HUKKALA, GABRIEL.

Weather King; W K. KK71048. SEE Sampson Sales and Service.

HULSH, BENJAMIN.

A carpet cleaner that really cleans. KK73136. SEE Jerclaydon, Inc.

HUMPHREY, H. B.

The pipe that's known as the taxpayers' friend. -KK73178. SEE Cast Iron Pipe Research Association.

This is the pipe that's known as the taxpayers' friend. KK73023. SEE Cast Iron Pipe Research Association.

HUNT (RODNEY) MACHINE COMPANY. ©.

Another Rodney Hunt first, the new Series 52 Tru-Shade dye beck. Bulletin TM52. (Machinery) Folder (6 p.) © 10Mar52; KK71234.

Rodney Hunt news. (Machinery) Dec. 1951. 4 p. © 10Dec51; KK69035.

Jan. 1952. 4 p. © 21Jan52; KK69795.

Feb. 1951. 4 p. © 12Feb52; KK70470.

Mar. 1952. 4 p. © 12Mar52; KK71233.

Apr. 1952. © 10Apr52; KK72566.

May 1952. 4 p. © 12May52; KK73381.

HUNTS FOODS, INC. ©.

Get a delicious whiff of this. Hunt's tomato catsup. Adv. from Life, Dec. 3, 1951. Appl. author: Young & Rubicam, Inc. © 30Nov51; KK70516.

HURD, PETER.

Power for America's pipelines. KK70851. SEE General Electric Company.

HUTCHINS, LESTER.

Directions for installing Hurricane exhaust bi-pass unit. KK74515. SEE St. Louis Products Company.

HYATT, THADDEUS.

Virgin Islands, St. Thomas, St. John, St. Croix; maps. KK68984. SEE Virgin Islands Bureau for Hotels and Travel.

HYGIENIC PRODUCTS COMPANY.

Sani-Flush fragrant toilet bowl cleaner. (Chemical cleaning powder) Label. Appl. author: Raymond M. Schlach. © The Hygienic Products Co.; 1Feb52; KK70479.

Sani-Flush fragrant toilet bowl cleaner. Label. Appl. author: Raymond M. Schlach. © The Hygienic Products Co.; 18Feb52; KK71007.

I**I. D. WATCH CASE COMPANY, INC. ©.**

Another I. D. first. Not merely water-tight, not merely water resistant, waterproof. American-made watch cases. Hydraulic compression makes the difference. Sheet. Appl. author: Harvey Dinstman. © 17Dec51; KK68808.

IACONE, DAVID NICHOLAS.

Height and length chart. KK74682. SEE Debonair Length Chart Company.

IATI, ANTHONY A.

Antro Gardens plant food. KK73811. SEE Antro Gardens, Inc.

IHRKE, VIOLET LILY, d.b.a. Lil'se and Company.

SEE Lil'se and Company.

ILARDO, CHARLES.

MPS 500 stabilizer systems, technical report No. R5142. KK74441. SEE Hooker Electrochemical Company.

ILLINOIS Watch Case Company, d.b.a.

Elgin American. SEE Elgin American.

INCIENSO DE SANTA FE.

Juniper incense. Here at your command is the magic fragrance of the lowly juniper and pifion. Incienso. Folder. © Incienso de Santa Fe, Will Shuster, owner; 1Jan51; KK69624.

El Pifionero, a pifion incense. Folder. © Incienso de Santa Fe, Will Shuster, owner; 1Jan51; KK69625.

INDEPENDENT SPECIALTIES.

Alki-Jector, the revolutionary new system of dispensing detergents to mechanical dishwashing machines. (Hydraulic device) Folder. © R. M. Archibald, owner Independent Specialties; 20Feb52; KK71368.

INGERSOLL-RAND COMPANY. ©.

315 Gyro-Flo, Ingersoll-Rand rotary Mobil-Air. Sensational 315 cfm portable using the advanced design rotary compressor. Folder. Appl. author: Donald J. Feaster. © 15Feb52; KK71023.

INGLES, DAISY B. ©.

The Little Doctor. Serves you best, saves you most. 8 fl. ozs. (Liniment) Label. © 14May52; KK74697.

INLAND Glass Works Division, Club

Aluminum Products Company. SEE Club Aluminum Products Company. Inland Glass Works Division.

INLAND MANUFACTURING CORPORATION. ©.

For little guys with big ideas. Inland Tractall. (Toy tractor) Folder. Appl. author: Manus Roizen. © 7Apr52; KK72615.

INSECT-O-LITE COMPANY, INC. ©.

Insect-O-Lite. Scientific pest control, kills insects by vapor action while lamp is lighted. Sheet. Appl. author: M. G. Parnell. © 1Apr52; KK74244.

INSTRUMENT SPECIALTIES COMPANY, INC. ©.

Micro-processed springs of beryllium copper. Catalog no. 7. 16 p. Appl. author: James D. Roberson. © 29Feb52; KK71109. Standard folded type high frequency contact rings of Beryllium copper. Sheet. Appl. author: James D. Roberson. © 14Feb52; KK70703.

INSULATION MANUFACTURERS CORPORATION ©.

Immanco electrical insulation. 22 p. Appl. author: A. S. Gray. © 27Dec51; KK69444.

Manning, H & V Groton, Rogers Rofico electrical insulating papers, pressboards and fibre. Electrical insulation. 11 p. Appl. author: Alfred Shirley Gray. © 22Feb52; KK70682.

Pressure-Sensitive tapes, electrical and industrial. Hold, fasten, protect with Permaceal. 15 p. Appl. author: Alfred Shirley Gray. © 17Apr52; KK73735.

INSUL-MASTIC CORPORATION OF AMERICA ©.

Insul-Mastic in industry. (Protective coatings) 44 p. © 28Apr52; KK74578.

INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY ©.

Little Lulu, by Marge. Only Kleenex meets you halfway. (Little Lulu offering box of Kleenex to woman picking up broken glass.) Adv. from Modern screen magazine, May 1952, p. 87. Appl. author: Winifred S. Snyder. © 8Apr52; KK73278.

Little Lulu by Marge. Only Kleenex meets you halfway. (Little Lulu pointing to box of Kleenex for woman's use. Tissues) Adv. from Better living, Mar. 1952, p. 46. Appl. author: Winifred S. Snyder. © 14Feb52; KK72701.

Little Lulu by Marge. Only Kleenex meets you halfway. Spoils you for all other kinds. (Tissues) Adv. from True story magazine, Feb. 1952, p. 107. Appl. author: Winifred S. Snyder. © 10Jan52; KK71584.

Only Kleenex meets you halfway. (Little Lulu and housewife in mop-up scene. Tissues) Poster. Appl. author: Winifred S. Snyder. © 1Apr52; KK72061.

Only Kleenex meets you halfway! (Little Lulu offering box of Kleenex to man in bathrobe about to sneeze) (Tissues) Adv. from Chicago stagebill, Feb. 3, 1952, p. 10. Appl. author: Winifred S. Snyder. © 3Feb52; KK70499.

Only Kleenex meets you halfway! (Little Lulu offering man in bathrobe a box of Kleenex tissues) 24 sheet poster. Appl. author: Winifred S. Snyder. © 1Feb52; KK70084.

Timely tips by Little Lulu. 5 saving hints for he-men. Kleenex tissues. Adv. from Chicago herald-American, Mar. 9, 1952, comic section, p. 4. Appl. author: Winifred S. Snyder. © 9Mar52; KK71585.

Timely tips by Little Lulu. 5 saving hints for spring cleaning. Kleenex. (Illustrated tips with large box of Kleenex tissues) Adv. from Chicago herald-American, May 4, 1952, the comic weekly, p. 3. Appl. author: Winifred S. Snyder. © 4May52; KK73555.

Timely tips by Little Lulu. 5 ways to save around the house. Kleenex tissues. Adv. from Puck, the comic weekly (Chicago herald-American) Jan. 13, 1952, p. 10. Appl. author: Winifred S. Snyder. © 13Jan52; KK69496.

Timely tips by Little Lulu. 5 ways to save in beauty care. Kleenex. (Illustrated tips with large box of Kleenex tissues) Adv. from Chicago herald-American, Apr. 6, 1952, the comic weekly, p. 6. Appl. author: Winifred S. Snyder. © 6Apr52; KK73550.

Timely tips by Little Lulu. 5 ways to save in snuffle weather. The tissue that meets you halfway. Adv. from Puck, the comic weekly (New York journal American), Feb. 10, 1952, p. 2, section 2. Appl. author: Winifred S. Snyder. © 10Feb52; KK70505.

Timely tips by Little Lulu plus hints on how to save with Kleenex. (Baby's bottle and hemmings) Adv. from Modern beauty shop magazine, Apr. 1952, p. 9. Appl. author: Winifred S. Snyder. © 25Mar52; KK73279.

Timely tips by Little Lulu, plus hints on how to save with Kleenex. (Tissues) Adv. from Modern beauty shop, Mar. 1952, p. 139. Appl. author: Winifred S. Snyder. © 25Feb52; KK71583.

Timely tips by Little Lulu, plus hints on how to save with Kleenex. (Two timely tips illustrations with two boxes of Kleenex. Tissues) Adv. from Modern beauty shop, Feb. 1952, p. 116. Appl. author: Winifred S. Snyder. © 25Jan52; KK72695.

Timely tips by Little Lulu with hints on how to sell more Kleenex. (Tissues) Adv. from Notion and novelty review, Mar. 1952, p. 4 of cover. Appl. author: Winifred S. Snyder. © 25Feb52; KK71581.

You can blow your head off, it's Kleenex tissues. Soft, strong, pops up. (Little Lulu offering Santa Claus a box of Kleenex) Adv. from the Chicago stagebill, Dec. 2, 1951, p. 12. Appl. author: Winifred S. Snyder. © 2Dec51; KK69257.

INTERNATIONAL HARVESTER COMPANY ©.

Color-keyed refrigerators spark promotion success. International Harvester cooperates in Gimbels, Milwaukee, better homes festival. Adv. from Retailing daily, May 22, 1951. Appl. author: Robert C. Marley. © 22May51; KK69574.

Feminized refrigerators, now with Tri-Matic defrosting and color inside and out. International Harvester 1952 models refrigerators catalog. 7 p. © 4Feb52 (in notice: 1951); KK74868.

Here are your March tie-in ads ... First showing, the great new 1952 International Harvester refrigerators. Sheet. © 4Feb52; KK74598.

International Harvester refrigerator model G-74 specifications. Sheet. © 7Mar52; KK71453.

International Harvester refrigerator model G-82 specifications. Sheet. © 7Mar52; KK71452.

International Harvester refrigerator model G-84 specifications. Sheet. © 7Mar52; KK71451.

International Harvester refrigerator model G-85 specifications. Sheet. © 7Mar52; KK71450.

International Harvester refrigerator model G-85-D specifications. Sheet. © 7Mar52; KK71449.

International Harvester refrigerator model G-93 specifications. Sheet. © 7Mar52; KK71448.

International Harvester refrigerator model G-93-D specifications. Sheet. © 7Mar52; KK71446.

International Harvester refrigerator model G-95 specifications. Sheet. © 7Mar52; KK71447.

Not just automatic defrosting, now Tri-Matic defrosting. International Harvester refrigerator Tri-Matic defrosting mailing folder. Folder. © 4Feb52 (in notice: 1951); KK74866.

Not just automatic defrosting, now Tri-Matic defrosting. 1952 models International Harvester refrigerators enclosure folder. Folder. © 4Feb52 (in notice: 1951); KK74867.

Not just automatic defrosting. Now, tri-matic defrosting. Only in the new 1952 International Harvester refrigerators. Adv. from Ladies' home journal, Apr. 1952, p. 110. Appl. author: Robert C. Marley. © 1Apr52; KK71943.

Not just automatic defrosting. Now Tri-Matic defrosting only in the new 1952 International Harvester refrigerators. Adv. from the Saturday evening post, Mar. 1, 1952, p. 74-75. Appl. author: Robert C. Marley. © 1Mar52; KK71381.

Rainbow girl zooms sales of color-keyed refrigerators. International Harvester puts punch into June promotion of unique handling feature ... Adv. from Retailing daily, June 20, 1951. Appl. author: Robert C. Marley. © 20Jun51; KK69575.

A startling refrigerator improvement, Tri-Matic defrosting. Folder. © 1Mar52; KK74599.

INTERNATIONAL LATEX CORPORATION ©.

All over America, druggists are discovering a new high-repeat item ... Playtex Dryper pads and panties. (Infants' wear) Adv. from N.A.R.D. journal, Aug. 6, 1951, p. 1155. Appl. author: Chas. Dallas Reach Co. © 6Aug51; KK71055.

The amazing Playtex hair cutter. Greatest invention since the safety razor and the home permanent. Sheet. © 26Mar52; KK72943.

Amazing Playtex home hair cutter. For men, women and children. So safe so easy to use! Poster. © 8Mar52; KK72963.

The amazing Playtex home hair cutter. Greatest invention since the safety razor and the home permanent. Sheet. © 26Mar52; KK72959.

The amazing Playtex home hair cutter. The greatest invention since the safety razor and the home permanent. Sheet. © 26Mar52; KK72939.

Announces a revolutionary new gift idea: Playtex Dryper service gift certificate. Sanitary, snowy-white diaper pads delivered by us to mother on a regular schedule. Sheet. © 26Oct51; KK72917.

Another Playtex first! Ask about Adjust-All garters. Fit you all from small to tall. Card. © 10Jan52; KK70060.

Baby, have you got that tied feeling? Playtex baby panties. Adv. from Today's woman, Jan. 1952, p. 9. Appl. author: Chas. Dallas Reach Co. © 1Jan52 (in notice: 1951); KK70039.

Baby, have you got that tied feeling? Your baby is never bound, bothered or bewildered in Playtex baby panties. Adv. from Good housekeeping, Feb. 1952, p. 7. Appl. author: Charles Dallas Reach Co. © 1Feb52 (in notice: 1951); KK74144.

Be athletic or be lazy ... in your Playtex fab-lined panty girdle. Sheet. © 23May52; KK74011.

Be gay, be at ease, wear what you please. Invisible Playtex Pink-Ice gives you a look-twice figure. 5 columns regular size newspaper ... (Girdles) Sheet. © 9May52; KK73383.

Be gay, be at ease, wear what you please. Invisible Playtex Pink-Ice gives you a look-twice figure. 4 columns regular size newspaper ... (Girdles) Sheet. © 9May52; KK73384.

INTERNATIONAL LATEX CORPORATION ©.
Cont'd.

Best change baby ever had. Playtex Dryper helps prevent diaper rash and guards baby's health and comfort. Adv. from Commentary, Mar. 1952, p. 2 of cover. Appl. author: Chas. Dallas Reach Co., inc. © 1Mar52; KK73403.

Best change baby ever had! Playtex Drypers. (Infants' wear, pants) Adv. from Life, Nov. 19, 1951, p. 9. Appl. author: Chas. Dallas Reach Co., of New York, inc. © 19Nov51; KK70034.

Best girdle news of the year! Invisible Playtex fab-lined girdles with new Adjust-All garters! Sheet. © 10Jan52; KK70054.

Best girdle news of the year! Invisible Playtex fab-lined girdles with new Adjust-All garters. Famous for creating the girdles that slim so completely. Sheet. © 10Jan52; KK70057.

Best girdle news of the year! Invisible Playtex fab-lined girdles with new Adjust-All garters! What an amazing idea. Sheet. © 10Jan52; KK70058.

A brief story by Playtex. How to be slim, cool, comfortable all summer long. (Girdles) Folder. © 29May52; KK74496.

Brings you an exciting new figure for the holidays and every day. Invisible White Magic, newest Playtex Fab-lined girdle. Sheet. © 2Nov51; KK72952.

Cheers for the new spring fashions, says Playtex. Cheers for the Playtex figure, say famous American fashion designers. Invisible Playtex girdles. Adv. from the New York times magazine, Mar. 2, 1952, p. 2. Appl. author: Foote, Cone and Belding. © 2Mar52; KK71456.

Comb yourself a haircut with this amazing new invention, Playtex hair cutter. 11 p. © 28Dec51; KK69010.

Comb yourself a haircut with this amazing new invention. Playtex hair cutter. Folder. © 24Jan52; KK70133.

A couple of haircuts pays for the Playtex Home Hair Cutter. Poster. © 8Mar52; KK72339.

Dad has heard about it, dad has read about it, dad wants it this Father's Day. The revolutionary new Playtex home hair cutter. Sheet. © 16May52; KK73898.

Don't let old-fashioned pillows give your dad sleepless nights. For Father's Day, June - no gift compares ... Playtex Superfoam pillow. Adv. from New York times magazine, June 1, 1952, p. 2. Appl. author: Foote, Cone and Belding. © 1Jun52; KK74466.

Father never had it so good, haircuts, that is. Give him the sensational Playtex home hair cutter for Father's Day, June 15. Sheet. © 16May52; KK73895.

Feel as free as this, look as slim as this in all the clothes of fall. Invisible Playtex fab-lined girdle with new adjust-all garters. Sheet. © 9May52; KK73390.

First sale ever. All Playtex girdles reduced. At their regular prices, Playtex girdles are the largest-selling girdles in the world. Sheet. © 2Nov51; KK72945.

First sale ever. All Playtex girdles reduced. Playtex girdles are the world's largest-selling girdles at their regular prices ... Sheet. © 2Nov51; KK72946.

First sale ever. Every Playtex girdle reduced. Sheet. © 2Nov51; KK72944.

Fits you all, small to tall! Playtex girdles with their new adjust-all garters. Label. © 9Jan52; KK73269.

Follow these simple steps the Haag Drug Chain took, and you too can make your Playtex baby business pay off. (Baby needs) Sheet. © 11Jan52; KK73270.

For all Mothers, give the most precious gift of all. Only Playtex gives Mother such a choice of pillows. Adv. from Life, May 5, 1952, p. 11. Appl. author: Foote, Cone and Belding. © 2May52; KK73551.

For father's big day give him the money-saving, time-saving Playtex home hair cutter. Sheet. © 16May52; KK73899.

For Father's Day June 15th, no gift compares with the gift of sleep. There's a Playtex pillow just right for Dad, and only the Playtex Rest-Tester proves it for him right in the store. Sheet. © 9May52; KK73385.

For Father's Day, June 15th ... Only Playtex offers dad the pillow just right for him. This week counter card. © 3Jun52; KK74503.

For Father's Day June 15th ... There's a Playtex pillow just right for Dad, and only the Playtex Rest-Tester proves it for him right in the store. Sheet. © 26May52; KK74015.

For Father's Day, let Dad choose the gift of sleep, a Playtex pillow customized for him. Sheet. © 9May52; KK73382.

For Father's Day let Dad choose the gift of sleep, a Playtex pillow customized for him! Sheet. © 22May52; KK74016.

For glamorous holidays and always, treat yourself to an exciting new figure. Invisible White Magic, newest Playtex Fab-lined girdle. Everybody's talking about the wonder of White Magic ... Sheet. © 2Nov51; KK72953.

For glamorous holidays and always, you'll look so slender, feel so free. Invisible White Magic, newest Playtex Fab-lined girdle. Look at you. Sheet. © 2Nov51; KK72951.

For sound healthful sleep, for bright-eyed good mornings, Playtex Superfoam pillow. World's only pillow with the gold seal guarantee. Label. © 29Feb52; KK71926.

From poodle-cut to soft-cut; from crew-cut to pompadour. Imagine, smart-looking haircuts like these for only 3 cents each with the amazing new Playtex home hair cutter. Sheet. © 29Apr52; KK73085.

Give her a check for a hundred dollars for Mother's Day! Or the Playtex home hair cutter! Sheet. © 22Apr52; KK73202.

Give that special baby on your gift list a personal wardrobe of Playtex panties. Adv. from Parents' magazine, Dec. 1951, p. 7. Appl. author: Chas. Dallas Reach Co. © 1Dec51; KK70038.

Give the glamour-gift the youngest set is wearing. Playtex Party-Pants. Sheet. © 26Oct51; KK72916.

Give this good-grooming gift to Dad on father's big day. The revolutionary new Playtex home hair cutter. Sheet. © 16May52; KK73894.

Grandpa will say, what'll they think of next? Dad will exclaim, how did you know I wanted it ... Playtex home hair cutter. Sheet. © 16May52; KK73901.

Great figure news for back-to-schoolers. New Playtex fab-lined girdle. Adv. from Mademoiselle, Sept. 1951, p. 67. Appl. author: Foote, Cone and Belding. © 29Aug51; KK73561.

The greatest invention since the safety razor and the home permanent. Here's a home hair cutter that really works. The perfect answer to the high cost of haircuts. The precision-made Playtex home hair cutter. Sheet. © 26Mar52; KK72941.

The greatest invention since the safety razor and the home permanent. It's revolutionary. See for yourself how much time and money you will save with the amazing Playtex home hair cutter. Sheet. © 26Mar52; KK72937.

The greatest invention since the safety razor and the home permanent. Now, professional-looking haircuts at home for as little as 3¢ a haircut. Playtex home hair cutter. Sheet. © 26Mar52; KK72962.

The greatest invention since the safety razor and the home permanent. Playtex hair cutter. Sheet. © 26Mar52; KK72954.

Handsome-looking haircuts like these for only 3 cents each. Now in use in hundreds of thousands of homes, Playtex hair cutter. Sheet. © 29Apr52; KK73083.

Here's how Haag's of Indianapolis increased their Playtex business 171%/. (Baby needs) Pamphlet. © 11Jan52; KK73271.

Here's how Miss Cannon's shop for children - Cambridge, Mass. increased its Playtex business 137% o/o. Dynamic Playtex windows like this ... Folder. © 9May52; KK73742.

Here's the first perfected home hair cutter we've ever seen. The Playtex home hair cutter. Sheet. © 26Mar52; KK72960.

Here's the first perfected home hair cutter we've ever seen. The Playtex hair cutter. Sheet. © 26Mar52; KK72942.

Here's the perfect answer to the high cost of haircutting, the amazing Playtex home hair cutter. Sheet. © 26Mar52; KK72955.

Here's the wonderful gift for Father's Day that you won't be able to resist using yourself! The sensational Playtex home hair cutter. Sheet. © 16May52; KK73897.

Here's what you've been waiting for! Now! Invisible Playtex fab-lined girdles with new Adjust-All garters! Folder. © 10Jan52; KK70050.

Hexachlorophene, indicated for prevention of diaper rash. Playtex baby oil, Playtex baby powder, Playtex baby cream. Adv. from Quarterly review of pediatrics, Nov. 1951. Appl. author: Chas. Dallas Reach Co. © 1Nov51; KK70036.

How to keep the head of the house happy and handsome. Give dad the neatest of all Father's Day gifts - the amazing Playtex home hair cutter. Sheet. © 16May52; KK73896.

How to set up Playtex Superfoam pillow display. Card. © 29Feb52; KK71290.

INTERNATIONAL LATEX CORPORATION ©.

Cont'd.

Hundreds of thousands now agree it's the greatest invention since the safety razor and home permanent. Playtex home hair cutter. Sheet. © 29Apr52; KK73081.

If you love every hair on his head, give dad the wonderful, new Playtex home hair cutter. Sheet. © 16May52; KK73902.

If you love every hair on his head, give dad the wonderful, new Playtex home hair cutter. Sheet. © 16May52; KK73903.

If you love every hair on his head, give dad the wonderful, new Playtex home hair cutter. Sheet. © 16May52; KK73904.

If you sleep on your finger-tips never mind trying the Playtex pillow rest-tester. (Pillows) Sheet. © 9Feb52; KK70637.

If you want to put your head to sleep instead of your hand ... (Pillows) Sheet. © 9Feb52; KK70639.

Imagine haircuts like these only 3 cents each ... Playtex home hair cutter. Folder. © 6Jun52; KK74288.

Important instructions ... Playtex Adjust-All garters are completely new and different from any other adjustable garter. Sheet. © 11Feb52; KK71236.

Instructions for setting up Playtex Self-Serv floor stand. (Infants' wear) Sheet. © 18Jan52; KK70640.

Introduced only a few months ago, now in use in hundreds of thousands of homes. The amazing Playtex home hair cutter. Sheet. © 29Apr52; KK73084.

Introducing invisible Playtex fab-lined girdles with exclusive new Adjust-All garters. Adv. from Life, Mar. 24, 1952, p. 13. Appl. author: Foote, Cone and Belding. © 21Mar52; KK72698.

Invisible Playtex panty brief from \$3.50 up. (Girdles) Sheet. © 9May52; KK73393.

Invisible Playtex panty brief from \$3.50 up. As editorially featured in Glamour. (Girdles) Sheet. © 9May52; KK73392.

Is the wrong pillow robbing you of a good night's sleep? Playtex Superfoam pillow. Adv. from the New York Times magazine, Apr. 13, 1952, p. 2. Appl. author: Foote, Cone and Belding. © 13Apr52; KK72607.

Is the wrong pillow robbing you of a good night's sleep? Playtex Superfoam pillows. Folder. © 7Mar52; KK71292.

Is there a baby in the house? Playtex party-pants. Adv. from Today's woman, Dec. 1951, p. 17. Appl. author: Chas. Dallas Reach Co. © 1Dec51; KK70037.

It takes a Playtex girdle to let you look as slim as this and feel as free as this. 5 columns regular size newspaper ... Sheet. © 9May52; KK73386.

It takes a Playtex girdle to let you look as slim as this and feel as free as this. 3 columns regular size newspaper ... Sheet. © 9May52; KK73387.

It's a terrific money-saver, say hundreds of thousands of men. It's wonderful for styling ... the Playtex home hair cutter. Sheet. © 29Apr52; KK73080.

It's another Playtex first! (Girdles) Card. © 10Jan52; KK70059.

It's another Playtex first! Introducing a new adjustable garter that's as revolutionary as the

girdle itself. Now! Invisible Playtex fab-lined girdles with new Adjust-All garters. Sheet. © 10Jan52; KK70056.

It's like giving dad a hundred dollar bill on Father's Day, June 15, when you give him the amazing Playtex home hair cutter. Sheet. © 16May52; KK73900.

It's like putting money in the bank, cutting your hair at home with the amazing Playtex hair cutter. Sheet. © 26Mar52; KK72957.

It's really foolproof. It really works. It cuts, trims and tapers your hair, all at one time. The revolutionary Playtex home hair cutter. Sheet. © 26Mar52; KK72940.

Just the baby to beat your figures! Playtex Drypers. (Infants' wear) Adv. from ICTBA, 1952, p. 44. Appl. author: Chas. Dallas Reach Co., inc. © 1Jan52; KK73523.

Just the little babies to help you make the new year a bigger year. Make your store baby headquarters with profit-tested Playtex baby needs. (Infants' wear) Adv. from N.A.R.D. journal, Dec. 3, 1951, p. 1907. Appl. author: Chas. Dallas Reach Co. © 3Dec51; KK71057.

Like giving her a hundred dollar bill for Mother's Day! Playtex home hair cutter! Sheet. © 22Apr52; KK73199.

Like giving her a hundred dollar bill on Mother's Day! The amazing Playtex home hair cutter. Sheet. © 22Apr52; KK73196.

Like giving her a hundred dollar bill on Mother's Day. The Playtex home hair cutter. Sheet. © 22Apr52; KK73197.

Little babies are big business. Make your store baby headquarters with mass displays of Playtex Drypers. (Infants' wear) Adv. from N.A.R.D. journal, Oct. 15, 1951, p. 1591. Appl. author: Chas. Dallas Reach Co. © 15Oct51; KK71059.

Little babies are big repeat business. To make bigger profit dollars on baby needs, feature Playtex Drypers. (Infants' wear) Adv. from N.A.R.D. journal, Jan. 21, 1952, p. 83. Appl. author: Chas. Dallas Reach Co. © 21Jan52; KK71056.

Local This Week tie-in promotion plan. (Girdles) Sheet. © 16May52; KK74012.

Look how Dey Brothers increased it's Playtex business by 111 c/o. (Baby needs) Pamphlet. © 29May52; KK74502.

Lowest prices ever on famous 1st quality Playtex pillows. Ad. 5101. Sheet. © 29May52; KK74501.

Lowest prices ever on famous 1st quality Playtex pillows. Ad. 5104. Sheet. © 29May52; KK74500.

Make your store baby headquarters. Cash in big on babies; build extra store traffic, too. Feature profit-tested Playtex baby needs. Adv. from N. A. R. D. journal, Feb. 4, 1952, p. 167. Appl. author: Chas. Dallas Reach Co., inc. © 4Feb52; KK72226.

Make your store baby headquarters. Little babies are big repeat business ... Playtex Drypers. (Infants' wear) Adv. from N.A.R.D. journal, Nov. 5, 1951, p. 1731. Appl. author: Chas. Dallas Reach Co. © 5Nov51; KK71058.

Memo on the active, attractive life ... Invisible Playtex fab-lined panty girdle with new Adjust-All garters. Sheet. © 23May52; KK74014.

Mothers have heard about it! Mothers have read about it! So give Mother the gift everybody's talking about! The Playtex home hair cutter! Sheet. © 22Apr52; KK73198.

My clothes are designed with a Playtex figure in mind, says Jean Dressers, noted Parisian fashion designer. (Girdles) Adv. from Look, Mar. 11, 1952, p. 13. Appl. author: Foote, Cone and Belding. © 26Feb52; KK71582.

A natural for super profits. Little babies are big repeat business. Feature and display Playtex, the profit brand in baby needs. Adv. from Supermarket merchandising, Apr. 1952, p. 167. Appl. author: Chas. Dallas Reach Co., inc. © 1Apr52; KK73401.

Never before a gift like this for Mother's Day. Boon to beauty! Boon to budgets! The amazing Playtex home hair cutter! Sheet. © 22Apr52; KK73195.

Never before sale. All Playtex girdles reduced. Sheet. © 2Nov51; KK72947.

Never before sale. Every Playtex girdle reduced. Sheet. © 2Nov51; KK72964.

New! Playtex pillow rest-tester, lets your head tell you what your hand can't feel. (Pillows) Sheet. © 9Feb52; KK70644.

The newest idea to stretch the family budget. Professional-looking haircuts for as little as 3¢ with the Playtex home hair cutter. Sheet. © 26Mar52; KK72948.

No wonder it's selling like wildfire. The sensational Playtex home hair cutter. Sheet. © 29Apr52; KK73082.

Now, cut the high cost of haircuts. Greatest invention since the safety razor and the home permanent. Playtex home hair cutter. Sheet. © 26Mar52; KK72961.

Now cut your hair at home as easily as you comb it with the amazing Playtex hair cutter. Adv. from the Philadelphia inquirer, Feb. 3, 1952, p. 22. © 3Feb52; KK71969.

Now cut your hair at home as easily as you comb it with the amazing Playtex hair cutter. Greatest invention since the safety razor ... Adv. from the Philadelphia inquirer, Feb. 3, 1952, p. 18. © 3Feb52; KK71970.

Now, for the whole family, professional looking haircuts at home. Playtex home hair cutter. Sheet. © 26Mar52; KK72958.

Now! Invisible Playtex fab-lined girdles with new Adjust-All garters! Sheet. © 10Jan52; KK70052.

Now! Invisible Playtex fab-lined girdles with new Adjust-All garters. It took Playtex to bring you the only girdle that slims you so fabulously, in such freedom. Sheet. © 10Jan52; KK70053.

Now! Invisible Playtex fab-lined girdles with new Adjust-All garters. It's another Playtex first! Sheet. © 10Jan52; KK70055.

Now, lowest prices ever on 1st quality Playtex pillows. Card. © 23May52; KK74013.

Now Playtex baby oil, powder, cream give you this guarantee: no diaper rash or your money back. Sheet. © 30Nov51; KK72950.

Now, Playtex Superfoam pillows are customized for your personal sleeping comfort. Poster. © 7Mar52; KK71291.

INTERNATIONAL LATEX CORPORATION © Cont'd.

Only a Playtex girdle lets you feel as free as this and look as slim as this. Adv. from Life, May 12, 1952, p. 3. Appl. author: Foote, Cone and Belding. © 9May52; KK73826.

Only a Playtex girdle lets you look as slim as this and lets you feel as free as this. Sheet. © 9May52; KK73394.

Over 30 o/o of all retail girdle advertising features Playtex. Adv. from Women's wear daily, June 5, 1952, p. 6-7. © 5Jun52; KK74289.

Perfect answer to today's high cost of haircutting. The amazing Playtex home hair cutter. Sheet. © 26Mar52; KK72956.

Playtex baby needs. Guard your baby's health and comfort. Self-serv back card. © 2Jun52; KK74504.

Playtex baby needs. Minimum opening assortment. P370. Sheet. © 29May52; KK74497.

Playtex baby needs. Minimum opening assortment. P370A. Sheet. © 29May52; KK74498.

Playtex baby needs. Minimum opening assortment. P370B. Sheet. © 29May52; KK74499.

Playtex baby oil, powder, cream. Clip sheet. Here is additional copy and art material ... Sheet. © 21Mar52; KK71922.

Playtex baby pants don't cut circulation. They stretch all over for all-over comfort. Sheet. © 30Nov51; KK72949.

Playtex contour molded swim cap. Fits like the hair on your head and just as comfortable. Label. © 11Apr52; KK73268.

Playtex Dryper. Clip sheet. Here is additional copy and art material on Playtex Dryper. (Baby needs) Sheet. © 21Mar52; KK71924.

Playtex home hair cutter. 100 o/o safe for men, women and children ... (Flat barber man) Sheet. © 8Mar52; KK73591.

Playtex is pushed around plenty at Kohl Brothers Supermarket, and they love it because sales were pushed up to a 148% increase. (Baby needs) Folder. © 21Mar52; KK71925.

Playtex panties. Clip sheet. Here is additional art and copy material for Playtex panty ads ... Sheet. © 21Mar52; KK71923.

Playtex promotion work sheet, January to June 1952. Concentrate and coordinate your store promotions on the girdle brand ... Sheet. © 10Jan52; KK70051.

Playtex scoops the girdle world. Invisible Playtex fab-lined girdles with exclusive new Adjust-All garters. Adv. from Life, Apr. 14, 1952, p. 7. Appl. author: Foote, Cone and Belding. © 11Apr52; KK72699.

Playtex Self-Serv pillow display (revised) Instructions for transforming present pillow racks to effectively display new boxes. Sheet. © 21Feb52; KK70836.

Playtex Superfoam pillow gold seal guarantee. The Playtex pillow is the only pillow that carries the gold seal guarantee. Sheet. © 29Feb52; KK72208.

Playtex world's sleepingest pillow now protects your family with this 8 point guarantee! Playtex superfoam pillow. Adv. from Better homes and gardens, Apr. 1951, p. 36. Appl. author: Foote, Cone & Belding. © 21Mar51; KK69822.

Playtex, world's sleepingest pillow now protects your family with this 8 point guarantee. Playtex Superfoam pillow. No other pillow, foam or feather, gives you this gold seal guarantee ... Adv. from Better homes & gardens, Apr. 1951, p. 36. © 23Mar51; KK69552.

Professional double-edge Playtex stainless blade. Playtex stainless blades need no wiping yet won't rust. Label. © 27Dec51; KK74102.

Promotion plans; product calendar. (Girdles, baby needs, latex pillows, etc.) Sheet.

Jan. 1952. © 2Jan52; KK70642.

Feb. 1952. © 25Jan52; KK70643.

Mar. 1952. © 21Feb52; KK70835.

Apr. 1952. © 29Feb52; KK71289.

June 1952. © 16May52; KK73892.

Rx for slender summer shapes. Invisible Playtex panty girdles from \$3.50. 5 columns regular size newspaper ... Sheet. © 9May52; KK73388.

Rx for slender summer shapes. Invisible Playtex panty girdles from \$3.50. 4 columns regular size newspaper ... Sheet. © 9May52; KK73389.

Sale. Every Playtex girdle reduced. It's the first sale in history of Playtex girdles. Sheet. © 2Nov51; KK72935.

Sale. Every Playtex girdle reduced. Playtex, largest-selling girdles at their regular prices, the world's biggest girdle news at these never-before sale prices. Sheet. © 2Nov51; KK72936.

The season's most unusual gift for mother and baby; a gift certificate for Playtex Dryper service. Sanitary, snowy-white diaper pads delivered by us to mother on a regular schedule. Sheet. © 26Oct52; KK72915.

The season's most unusual gift for mother and baby. Playtex Dryper service gift certificate. Sanitary, snowy-white diaper pads delivered by us to mother on a regular schedule. Here's what every young mother will warmly welcome ... Sheet. © 26Oct51; KK72918.

Self-service schemes help retailers trim operating costs. Mothers are the purchasing agents for their families. (Infantswear) Pamphlet. © 21May52; KK73893.

Slim secret for back-to-school wardrobes. Invisible Playtex fab-lined girdles. Sheet. © 9May52; KK73391.

Start the new year with a slender new figure. Invisible White Magic, newest Playtex Fab-Lined girdle. Adv. from Life, Dec. 10, 1951, p. 7. Appl. author: Foote, Cone & Belding. © 7Dec51; KK68915.

Suggested Playtex window display [no] 1 tied in with editorial feature in July Mademoiselle. (Girdles) Sheet. © 23May52; KK74010.

Suggested Playtex window display [no] 2 tied in with editorial feature in July Mademoiselle. (Girdles) Sheet. © 23May52; KK74009.

Tens of thousands now find 3 cents a haircut is all it costs to cut, trim, taper and thin your hair with professional-looking results. The revolutionary Playtex home hair cutter. Adv. from the New York times magazine, Mar. 30, 1952, p. 2. Appl. author: Foote, Cone and Belding. © 30Mar52; KK72172.

There isn't a Mother in the world who wouldn't want this gift! Playtex home hair cutter! Sheet. © 22Apr52; KK73200.

This is how a leading department store doubled its Playtex girdle volume. Pamphlet. © 29May52; KK74018.

This is how O. J. Morrison Co. Morgantown, W. Va. (population 16,000) increased its Playtex business ... (Girdles) Pamphlet. © 23May52; KK74017.

Tied in knots, by ordinary pants that grip, mark, cut circulation? Playtex baby pants don't cut circulation. Adv. from Life magazine, July 16, 1951, p. 47. Appl. author: Chas. Dallas Reach Co. © 16Jul51; KK70035.

Too wet for comfort, baby? Playtex Dryper keeps your baby dry and sweet as no ordinary diapering does. Adv. from Family circle, May 1952, p. 3. Appl. author: Chas. Dallas Reach Co., inc. © 1May52; KK73402.

Trim the high cost of family haircuts with the foolproof, precision-made Playtex hair cutter. Sheet. © 26Mar52; KK72938.

Trim the high costs of haircuts with the precision-made Playtex home hair cutter. Display card. 8Mar52; KK73592.

A truly wonderful gift for Mother's Day! A beauty-aid! A budget stretcher! The amazing Playtex home hair cutter! Sheet. © 22Apr52; KK73201.

Wake up, Santa. Let everyone share the gift of sleep. The world's wisest Santas give Playtex, world's sleepingest pillow. Adv. from Life, Dec. 3, 1951, p. 79. Appl. author: Foote, Cone and Belding. © 30Nov51; KK71933.

Wake up to the biggest bargain in sleep. Dream-designed Playtex pillows, specially priced for January only. Please send me the following Playtex Superfoam pillows ... Sheet. © 9Nov51; KK68813.

Wake up to the biggest bargain in sleep! Playtex Superfoam pillows. Strip. © 16Dec51; KK70775.

We're head hunters looking for heads to fit for restful refreshing sleep. (Pillows) Sheet. © 9Feb52; KK70638.

Which fashion is for you? Both if you wear invisible Playtex Living girdle. Sheet. © 26Oct51; KK72913.

Which fashion is for you? Both if you wear invisible Playtex Living girdle. Playtex gives you your choice every hour of the day. Sheet. © 26Oct51; KK72914.

Wonderful sleep news! Playtex pillow rest-tester. (Pillows) Sheet. © 9Feb52; KK70641.

Wrong pillows rob millions of a good night's sleep. Playtex Superfoam pillow. Adv. from the New York times magazine, Mar. 9, 1952, p. 2. Appl. author: Foote, Cone and Belding. © 9Mar52; KK71457.

You ought to have your head fitted for restful refreshing sleep. (Pillows) Sheet. © 9Feb52; KK70636.

INTERNATIONAL METAL PRODUCTS COMPANY.
Controlled cooling for night-time rest daytime zest. Arctic Circle air coolers. Adv. from Arizona republic, Phoenix, May 18, 1952, p. 11. Appl. author: Adam Goettl. © Adam Goettl & Gus Goettl, d.b.a. International Metal Products Co.; 18May52; KK73981.

INTERNATIONAL NICKEL COMPANY, INC.

When storm warnings are up, it's a relief to know the Coast Guard and your unseen friend are on the job. (Nickel and nickel products) Adv. from Newsweek, May 5, 1952, p. 20. © The International Nickel Co., inc.; 1May52; KK73460.

When the floods come, here's how your unseen friend helps fight off the danger of typhoid. (Nickel and nickel products) Adv. from the New York Times, May 5, 1952, p. 10. © The International Nickel Co., inc.; 5May52; KK73459.

Where it's always moving day. A big lumber dealer sells material plus motion, helped by an unseen friend. (Nickel and nickel products) Adv. from Newsweek, Mar. 31, 1952, p. 85. © The International Nickel Co., inc.; 27Mar52; KK72007.

Whether you're a doctor or a nurse or a patient, you have an unseen friend in nickel. Where your health is concerned, nickel is concerned. (Nickel and nickel products) Adv. from the Saturday evening post, Nov. 3, 1951, p. 106. © The International Nickel Co., inc.; 31Oct51; KK69530.

INTERNATIONAL PAPER COMPANY ©.

Wood pulp in industry. (Calendar. Paper) Card. Jan. 1952. © 20Dec51 (in notice: 1952); KK69036.

Feb. 1952. Plastics. © 15Jan52; KK69536-69537. © 21Jan52; KK70454.

Mar. 1952. Paper. © 5Feb52; KK70772. © 7Feb52; KK70771. © 13Feb52; KK70770.

Apr. 1952. Synthetic textiles. © 14Mar52; KK71486-71488.

May 1952. Food. © 17Apr52; KK72492-72494.

June 1952. © 20May52; KK73694-73696.

July 1952. Wearing apparel. © 10Jun52; KK74312-74314.

INTERNATIONAL SILVER COMPANY ©.

And here's your fortune in one line: Holmes & Edwards sterling inlaid silverplate. You will show the loveliest patterns of all. Adv. from National Jeweler, Jan. 1952, cover. Appl. author: Cunningham & Walsh, inc. © International Silver Co. (in notice: The International Silver Co. Holmes & Edwards Division); 12Jan52; KK69533.

Compare, then decide. New Romance. Behold, the seasons newest and most breathtakingly beautiful pattern. (Sterling inlaid silverplate) Adv. from Seventeen, Apr. 1952, p. 24-25. Appl. author: Cunningham & Walsh, inc. © 1Apr52; KK72062.

Excitement for Columbus teen-agers. They choose their favorite International sterling (silver) patterns. Adv. from Seventeen, Oct. 1951, p. 5. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 10Oct51; KK69058.

For lasting usefulness and beauty, nothing quite matches a gift of International sterling. (Silverware) Adv. from Modern romance, Dec. 1951. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 8Nov51; KK70511.

4 reasons why we believe that Romance is the finest new pattern ever made. Adv. from National Jeweler, Mar. 1952, cover. Appl. author: Cunningham & Walsh, inc. © International Silver Co.; 13Mar52; KK73567.

The Holmes and Edwards collection. (Sterling inlaid silverplate) Adv. from National Jeweler, Apr. 1952, cover. Appl. author: Cunningham & Walsh, inc. © 10Apr52; KK72520.

The Holmes & Edwards collection of Sterling inlaid silverplate. Adv. from McCall's magazine, June 1952, p. 7. Appl. author: Cunningham & Walsh, inc. © International Silver Co.; 23May52; KK74316.

Holmes & Edwards does it again with Romance. (Sterling inlaid silverplate) Adv. from the Jewelers circular keystone, Mar. 1952, p. 2 of cover. Appl. author: Cunningham & Walsh, inc. © International Silver Co.; 1Mar52; KK74319.

I want Rogers sterling in my house. (Silverware) Adv. from the Bride's magazine, spring 1952, p. 171. Appl. author: Fuller & Smith & Ross, inc. © The International Silver Co.; 15Jan52; KK71831.

I want Rogers sterling in my house ... That's the idea we're instilling in the minds of thousands and thousands of girls all over the country! (Silverware) Adv. from Jewelry, Apr. 1952, p. 4 of cover. Appl. author: Fuller & Smith & Ross, inc. © The International Silver Co.; 15Apr52; KK73635.

I wasn't born with a silver spoon in my mouth ... International sterling is truly solid silver with beauty that lives forever. Adv. from Screen story, Oct. 1951. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 7Sep51; KK69066.

International sterling. Houston high school belles. (Silverware) Adv. from Seventeen, Nov. 1951, p. 3. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 1Nov51; KK70515.

International sterling. Teens from Syracuse schools choose their favorite International sterling patterns. (Silverware) Adv. from Seventeen, Sept. 1951, p. 3. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 1Sep51; KK69861.

New Romance. [Strawberries] (Sterling inlaid silverplate) Adv. from McCall's, May 1952, p. 83. Appl. author: Cunningham & Walsh, inc. © 23Apr52; KK74115.

New Romance, a new pattern in the Holmes & Edwards collection. (Sterling inlaid silverplate) Adv. from McCall's, Apr. 1952, p. 27. Appl. author: Cunningham & Walsh, inc. © 21Mar52; KK71893.

New; this dream-come-true for her Christmas. 1847 Rogers Bros., America's finest silverplate. Adv. from Department store economist, Oct. 1951, p. 4 of cover. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 29Sep51; KK69065.

Not just 2 or 3 place settings, but a complete service for 8 in 1847 Rogers Bros. Daffodil, so light-hearted, so lovely. Design with a fresh new look. (Silverware) Adv. from Life, Mar. 24, 1952. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 21Mar52; KK73784.

Only Holmes & Edwards gives you the Betsy McCall and Jimmy Weeks sets. (Sterling inlaid silverplate) Adv. from National Jeweler, May 1952, cover. Appl. author: Cunningham & Walsh, inc. © International Silver Co. (in notice: The International Silver Co. Holmes & Edwards Division); 10May52; KK73936.

The pattern makes the sale. Holmes & Edwards has the patterns. (Sterling inlaid silverplate) Adv. from the Jewelers circular keystone, May 1952, p. 2 of cover. Appl. author: Cunningham & Walsh, inc. © The International Silver Co.; 1May52; KK74317.

The pattern makes the sale. Holmes & Edwards has the patterns. (Sterling inlaid silverplate) Adv. from the Jewelers circular keystone, June 1952, p. 2 of cover. Appl. author: Cunningham & Walsh, inc. © The International Silver Co.; 13Jun52; KK74579.

The pattern makes the sale. The loveliest patterns of all are in the Holmes & Edwards collection. (Sterling inlaid silverplate) Adv. from the Jewelers circular keystone, Apr. 1952, p. 2 of cover. Appl. author: Cunningham & Walsh, inc. © International Silver Co.; 1Apr52; KK74318.

Pick the pattern that's right for you! International sterling. (Silverware) Adv. from Woman's home companion, Nov. 1951, inside back cover. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 19Oct51; KK69860.

Presenting Wedgwood, today's most exquisite pattern in solid silver. (Silverware) Adv. from Life, Mar. 24, 1952, p. 62. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 21Mar52; KK73764.

Romance: a brilliant new pattern in the Holmes & Edwards collection of sterling inlaid silverplate. Adv. from National Jeweler, Feb. 1952, cover. Appl. author: Cunningham & Walsh, inc. © 10Feb52; KK70864.

Something to cherish all your life. Your pattern in the solid silver with beauty that lives forever, International sterling. Adv. from McCall's, Oct. 1951, p. 86-87. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 21Sep51; KK69059.

These are the beautiful Rogers sterling patterns! And these are the wholesalers who serve you. (Silverware) Adv. from Jewelry, May 1952, p. 4 of cover. Appl. author: Fuller & Smith & Ross, inc. © The International Silver Co.; 15May52; KK73636.

This Rogers sterling special offer pulls traffic. A new idea worthy of your attention. (Silverware) Adv. from Jewelry, Mar. 1952, p. 4 of cover. Appl. author: Fuller & Smith & Ross, inc. © The International Silver Co.; 12Mar52; KK72418.

2 Christmas jingles from Holmes & Edwards sterling inlaid silverplate. Adv. from National Jeweler, Dec. 1951, cover. Appl. author: Cunningham & Walsh, inc. © 10Dec51; KK68958.

What is the Holmes & Edwards collection? From the Holmes & Edwards collection of sterling inlaid silverplate. Adv. from Jewelers circular keystone, Feb. 1952, 2d cover. Appl. author: Cunningham & Walsh, inc. © International Silver; 11Feb52; KK70459.

INTERNATIONAL STEEL COMPANY ©.

International-Van Kannel new standard model revolving door entrance. Folder. Appl. author: Ralph M. Cronin. © 16May52; KK74072.

See for yourself. Compare! Only "always open-always closed" revolving doors keep outside air out. Card. Appl. author: Ralph M. Cronin. © 13Feb52; KK70671.

INTERNATIONAL STEEL COMPANY © Cont'd.

There's a new precision in freight car construction. Folder. Appl. author: William Stevens Kirkland. © 27Dec51; KK70631.

ISALY DAIRY COMPANY.

Isaly's bulk ice cream. cCartons Label. Appl. author: Ray Woita. © The Isaly Dairy Co.; 31Jan52 (in notice: 1951); KK70806.

Isaly's Hostess ice cream. Neapolitan. Label. Appl. author: Ray Woita. © The Isaly Dairy Co.; 22Feb52 (in notice: 1951); KK71154.

Isaly's Hostess ice cream. One pint liquid. cCartons Label. Appl. author: Ray Woita. © The Isaly Dairy Co.; 1Jan52 (in notice: 1951); KK69510.

Isaly's vanilla ice cream. One pint liquid. cCartons Label. Appl. author: Ray Woita. © The Isaly Dairy Co.; 1Jan52; K69511.

Isaly's vanilla ice cream. One quart liquid. Label. Appl. author: Ray Woita. © The Isaly Dairy Co.; 1Jan52 (in notice: 1951); KK71382.

Isaly's White House ice cream. One pint liquid. Label. Appl. author: Ray Woita. © The Isaly Dairy Co.; 31Dec51; KK69992.

IVANO, INC. ©.

Clean up with Ivalon, the miracle sponge. Adv. from Philadelphia inquirer, Mar. 14, 1952, p. 38. Appl. author: Henri, Hurst & McDonald, inc. © 14Mar52; KK72074.

Marvelous for spring cleaning. Ivalon sponge cleans better, lasts longer. Adv. from Western family, May 15, 1952, p. 18. Appl. author: Henri, Hurst & McDonald, inc. © 15May52; KK73421.

Now, clean hygienically with amazing Ivalon sponge made with magic Vinyl. Adv. from Institutions, Apr. 1952, p. 31. Appl. author: Henri, Hurst & McDonald, inc. © 3Apr52; KK72204.

Save money with Ivalon sponge. Adv. from Institutions magazine, May 1952, p. 107. Appl. author: Henri, Hurst & McDonald, inc. © 15Apr52; KK73422.

IVEY, NEAL D.

Phillies perfecto. KK70385. SEE Bayuk Cigars, inc.

J

JFD MANUFACTURING COMPANY, INC. ©.

Save time, save money, save labor with JFD Tenna-Paks. 5 ... complete with antenna, mast, lead-in, lightning arrester and mounting hardware. JFD single conical ... Inline ... deluxe stacked conical ... Hi-Lo ... Vee-Beam television accessories. Sheet. Appl. author: James Sarayites. © 30Jul51; KK68814.

JACK AND HEINTZ, INC. ©.

Flywheel magneto replacement market. Rotomotive equipment. Folder. Appl. author: Harry D. Kurtz. © 13Feb52; KK70482.

Generators & alternators for aircraft, guided missiles, tanks & ground power. 8 p. (Its Technical bulletin) Appl. author: Harry D. Kurtz. © 17Apr52; KK72673.

Jack & Heintz technical bulletin. Completely integrated electrical control systems for generators and alternators designed for aircraft and ground use. 7 p. Appl. author: Harry D. Kurtz. © 31Dec51; KK69329.

New J & H standard system has wide application. Jack & Heintz rotomotive equipment. (Precision machinery) Adv. from Aviation week, Jan. 21, 1952, p. 30-31. (What's doing at Jack & Heintz) Appl. author: Edward J. Martin. © 11Jan52; KK70270.

Successful vaporization-cooled alternator developed. (Precision machinery) Adv. from Aeronautical engineering review, Apr. 1952, p. 124-125. Appl. author: Edward J. Martin. © 1Apr52; KK74903.

Want to cool a generator with a blanket of steam? Jack & Heintz does it. (Precision machinery) Adv. from Business week, Mar. 22, 1952, p. 79. Appl. author: Edward J. Martin. © 26Mar52; KK72140.

Want to make a motor sweet and low? Jack & Heintz does it. (Precision machinery) Adv. from Business week, Feb. 23, 1952, p. 101. Appl. author: Edward J. Martin. © 23Feb52; KK70905.

Want to pare off motor pounds and multiply performance? Jack & Heintz rotomotive equipment. Adv. from U. S. news & world report, Jan. 4, 1952, p. 48. Appl. author: Edward J. Martin. © 31Dec51 (in notice: 1952); KK69439.

Want to pocket 3 problems with one motor? Jack & Heintz does it. Rotomotive equipment. Did you ever wish a motor could do more than just power your product? (Precision machinery) Adv. from Electrical engineering, Nov. 1951, p. 4A. Appl. author: Edward J. Martin. © 22Oct51; KK68823.

Want to tailor a generator to your own power pattern? Jack & Heintz does it. (Precision machinery) Adv. from Business week, Jan. 26, 1952, p. 131. Appl. author: Edward J. Martin. © 26Jan52; KK70911.

What's doing at Jack & Heintz? New J & H starter features positive jaw action. (Precision machinery) Adv. from Aero digest, Mar. 1952, p. 153. Appl. author: Edward J. Martin. © 1Mar52; KK71520.

JACKSON, A. J.

Standard steel chlorine vaporizer for converting liquid chlorine to dry vapor. KK73628. SEE Whitlock Manufacturing Company.

JACKSON, JOHN H., Jr.

Chetopa Twill, a new, different, exclusive fabric in Lee matched shirts and pants. KK74024. SEE Lee (H. D.) Company.

First choice of America's men and of their ladies, too. Lee work clothes. KK73190 ... SEE Lee (H. D.) Company.

For vacation action, Lee riders ... KK73858 ... SEE Lee (H. D.) Company.

Guarantee: Lee work clothes must look better, fit better and wear longer than any you have ever worn. KK74028. SEE Lee (H. D.) and Company.

In work clothes one name [Lee] towers above all others for rugged wear and good looks. KK73677. SEE Lee (H. D.) Company.

In work clothes one name towers above all others for rugged wear and good looks ... KK73189 ... SEE Lee (H. D.) Company.

Lee announces Chetopa twill ... KK73399 ... SEE Lee (H. D.) Company.

Lee riders, authentic western cowboy pants and jackets. KK73188. SEE Lee (H. D.) Company.

Out for vacation, Lee riders, authentic western cowboy pants for men, women, boys and girls. KK73874. SEE Lee (H. D.) Company.

Quality you can see plus hidden quality in Lee overalls. KK73187. SEE Lee (H. D.) Company.

Right for railroading. KK73881. SEE Lee (H. D.) Company.

Rodeo thrilling sport and entertainment. KK74026 ... SEE Lee (H. D.) Company.

JACKSON, ROBERT EARL.

It's delicious. Enjoy Van Merritt beer. KK68883 ... SEE Burlington Brewing Company.

JACOBS, ISIDOR MORRISON.

An increased span of more useful life for paint jobs with Arnex. KK70502. SEE Arnold (S. J.) Company.

JACOBY-BENDER, INC. ©.

America's most profit-minded jewelers requested it and here it is ... Here's your second annual opportunity to increase traffic, move your stock of watch bands. Folder. Appl. author: William Scheibel. © 10Mar52; KK71916.

JAGER, FRANK P.

Beadette art. Creative, educational, entertaining. Playstar. Use beads for hats, blouses, dresses ... KK68843. SEE Union Novelty Company, inc.

Glitter doll. Creative, educational, entertaining. Use sequins and beads to glamorize hats, scarfs, dresses ... KK68842. SEE Union Novelty Company, inc.

Miss Jewelry Maker. For every child, hours of fun and play. Creative educational, entertaining. KK68841. SEE Star Bead and Toy Company.

Miss Jewelry Maker, a product of Star Bead & Toy Co. KK69096. SEE Star Bead and Toy Company.

Playstar Beadette-Art, a product of Union Novelty Co., inc. KK69034. SEE Union Novelty Company, inc.

Playstar Glitter Doll, a product of Union Novelty Co., inc., New York, N. Y. General directions. KK68822. SEE Union Novelty Company, inc.

JAKUBOWSKI, MITCHELL.

Lily Pons waltz album. KK69959. SEE Columbia Records, inc.

Tchaikovsky: The sleeping beauty. KK69962. SEE Columbia Records, inc.

JAMES, ED.

This car reconditioned by Ed James Buick Co. to be sold with a money back guarantee of satisfaction or your money back. KK73519. SEE James (Ed) Buick Company.

JAMES (ED) BUICK COMPANY ©.

This car reconditioned by Ed James Buick Co. to be sold with a money back guarantee of satisfaction or your money back. Label. Appl. author: Ed James. © 16Apr52; KK73519.

JAMIESON, WILLIAM D.

The nun's store within your door. KK70394. SEE Jamieson, inc.

JAMIESON, INC. ©.

The nun's store within your door. Spring and summer 1952 catalog. (Supplies for convents, hospitals and institutions) 40 p. Appl. author: William D. Jamieson. © 4Jan52; KK70394.

JANDA, AGNES A.
Chick with the hips. Chicken in the willow. KK72412. SEE Janda, Joseph J.

JANDA, JOSEPH J.
Chick with the hips. Chicken in the willow. (Restaurant and food stuffs) Card. © Joseph J. Janda and Agnes A. Janda; 1Mar52; KK72412.

JANKOWSKIE, W. C.
Star wood finishing products ... KK73253. SEE Star Chemical Company, inc.

JANSEN, ADOLPH, Jr.
Farmers like good investments. KK74750. SEE Ferguson (Harry) inc.

First, the draft animal. Then, the tractor. Now, the Ferguson system, the latest step in the application of modern farm power. KK73920. SEE Ferguson (Harry) inc.

Flood control begins on the hillside farm. KK74749. SEE Ferguson (Harry) inc.

Here it is, the inside story of the new and far more powerful Ferguson 30. KK71518. SEE Ferguson (Harry) inc.

It's bigger in power, performance, economy ... KK71553 ... SEE Ferguson (Harry) inc.

It's new, the far more powerful Ferguson "30". KK69713 ... SEE Ferguson (Harry) inc.

The mighty power of a great new engine ... KK72516 ... SEE Ferguson (Harry) inc.

More farmers want it ... KK70863 ... SEE Ferguson (Harry) inc.

Now ready, to make an even greater contribution to the solution of your agricultural problems, the new and far more powerful Ferguson "30". KK72778. SEE Ferguson (Harry) inc.

Nunca Antes, se habia presentado una oportunidad asi. KK73814. SEE Ferguson (Harry) inc.

Once, this land was worthless. KK70706. SEE Ferguson (Harry) inc.

Quiérense concesionarios para el nuevo y mucho más poderoso Ferguson "30". KK74700. SEE Ferguson (Harry) inc.

Ready now to assist Latin-American mechanization. KK71519. SEE Ferguson (Harry) inc.

See any of these Ferguson dealers for a showdown demonstration. KK72510. SEE Ferguson (Harry) inc.

There's a business boom in the prairie provinces - in farming as well as in industry. KK73194. SEE Ferguson (Harry) inc.

JANSEN, DOLPH.
Chore bucket attachment for Ferguson manure loader. KK69653. SEE Ferguson (Harry) inc.
The Ferguson disc plow. KK73631. SEE Ferguson (Harry) inc.
Ferguson single-bottom two-way moldboard plow. KK71121. SEE Ferguson (Harry) inc.
New Ferguson multi-purpose blade. KK72151. SEE Ferguson (Harry) inc.
Three-ton farm wagon, built for tractor power. KK74493. SEE Ferguson (Harry) inc.

JEFFREY-ALLAN INDUSTRIES.
At last, all-weather rear vision. The Jeffrey-Allan mirror-visor. Sheet. © Seymour Kulwin, d.b.a. Jeffrey-Allan Industries; 19Mar52; KK71442.

Creators of distinctive automotive accessories. Catalogue cover. © Seymour Kulwin, d.b.a. Jeffrey-Allan Industries; 7May52; KK74461.

JERCLAYDON, INC. ©.
A carpet cleaner that really cleans. Glamorene. Sprinkle on, brush in, vacuum off; dirt's out in a jiffy. Label. Appl. author: Benjamin Hulsh. © 14Mar52; KK73136.

JEWEL FEATHER AND MATTRESS COMPANY ©.
Ortho-Contour, custom built by Jewel Feather & Mattress Co. (Mattresses) Label. © 20Dec51; KK68735.

Studio Bed-n-Chest, custom built by Jewel Feather & Mattress Co. Label. © 20Dec51; KK68736.

JEWETT REFRIGERATOR COMPANY, INC. ©.
Here's the best beverage salesman in the business. If you operate a super market ... you'll sell more ... when you merchandise with Bevador. Bulletin 51-1-A. (Refrigeration unit) Folder. Appl. author: Manus Roizen. © 27Dec51; KK68732.

JIFFEE CHEMICAL CORPORATION ©.
It's absolutely Jiff-ee quick action. Liquid drain pipe opener. Label. Appl. author: John M. McKeehan. © 3Dec51; KK70908.

JIM BROWN STORES, INC. ©.
Our 63rd big year. Jim Brown town & country catalog no. 631. (Hardware, farm supplies, houseware etc.) 232 p. © 21Mar52; KK71908.

JOHN-RAIDER ASSOCIATES, INC.
For Father's Day, go fishing with dad. (Fishing tackle) Label. Appl. author: Lester H. Kohs. © The John-Raider Associates; 3Jan52; KK69441.
Take dad fishing for Father's Day. See our wonderful selection of gifts for fishermen. Label. Appl. author: Lester H. Kohs. © The John-Raider Associates, inc.; 2Jan52; KK69276.

JOHNSON, CARL GUSTAF ©.
Fast money! (Race track manual) Folder. © 1Feb52; KK70151.

JOHNSON, EDDIE.
Now appearing in your neighborhood! KK70310. SEE Borden Company.

JOHNSON (S. C.) AND SON, INC. ©.
At last, a way to clean floors as you give them heavy wax protection! Johnson's Beautiflor liquid wax. Adv. from Better homes & gardens, May, 1952, p. 8. Appl. author: Needham, Louis & Brorby, inc. © 25Apr52; KK72773.
Beautiflor liquid wax cleans as it waxes. Contents 1 quart U. S. standard. Label. © 1Dec51; KK69326.

Chrome trim is critical problem. Leading car makers urge protective measures. Johnson's Chrome cleaner. Adv. from Colliers, May 17, 1952, p. 41. Appl. author: Needham, Louis & Brorby, inc. © 12May52; KK73652.

Easy as fallin' down a well to give your car long-lasting wax protection. Johnson's Car-Plate auto wax. Adv. from Colliers, May 24, 1952, p. 47. Appl. author: Needham, Louis & Brorby, inc. © 19May52; KK73653.

From the Johnson's wax laboratories, a new kind of floor polish so super-hard it ends scuffed-up floors. Johnson's hard gloss Glo-Coat. Adv. from Better Living, Apr. 1952, p. 81. Appl. author: Needham, Louis & Brorby, inc. © 25Mar52; KK72341.

Get both and save 1/3. Special cleaning-time size Johnson's hard gloss Glo-Coat with Johnson's Glo-Coater applicator. (Floor wax) Adv. from Woman's day, Apr. 1952, p. 165. Appl. author: Needham, Louis & Brorby, inc. © 25Mar52; KK71558.

How the Glo-Coat 6 minute waxing method saves hours of scrubbing. (Self-polishing floor wax) Adv. from Family circle, Mar. 1952, p. 3. Appl. author: Needham, Louis & Brorby, inc. © 25Feb52; KK71339.

I found the loveliest floors are never scrubbed! Johnson's liquid wax. Adv. from the American home, Oct. 1951, p. 173. Appl. author: Needham, Louis & Brorby, inc. © 25Sep51; KK69663.

New 6-minute method saves hours of scrubbing. Johnson's Glo-Coat, self polishing wax for floors. Adv. from Household, Oct. 1951, p. 25. Appl. author: Needham, Louis & Brorby, inc. © 25Sep51; KK69703.

New way to wax a table, without rubbing. Johnson's Pride makes furniture waxing easy ... Adv. from Good housekeeping, June 1952, p. 177. Appl. author: Needham, Louis & Brorby, inc. © 25May52; KK74046.

No bother a-tall to give your car long-lasting wax protection. Johnson's Car-Plate auto wax. Adv. from Collier's magazine, June 21, 1952, p. 12. Appl. author: Needham, Louis & Brorby, inc. © 16Jun52; KK74600.

Nothing beautifies and protects wood floors like paste wax! Johnson's paste wax. Adv. from Sunset, Feb. 1952, p. 58. Appl. author: Needham, Louis & Brorby, inc. © 25Jan52; KK70065.

Nothing beautifies and protects wood floors like paste wax. And the world's largest selling paste wax is Johnson's paste wax. Adv. from Hollands, Apr. 1952, p. 45. Appl. author: Needham, Louis & Brorby, inc. © 25Mar52; KK71995.

Nothing beautifies and protects wood floors like paste wax, and the world's largest selling paste wax is Johnson's paste wax. Adv. from Sunset, Mar. 1952, p. 60. Appl. author: Needham, Louis & Brorby, inc. © 25Feb52; KK71081.

Nothing beautifies and protects wood floors like paste wax, and the world's largest selling paste wax is Johnson's paste wax. Adv. from Sunset, Apr. 1952, p. 74. Appl. author: Needham, Louis & Brorby, inc. © 25Mar52; KK72082.

Now give floors heavy wax protection as you clean them. Johnson's Beautiflor liquid wax. Adv. from Better homes and gardens, Apr. 1952, p. 234. Appl. author: Needham, Louis & Brorby, inc. © 25Mar52; KK71758.

Now give floors heavy wax protection as you clean them. Johnson's Beautiflor liquid wax cleans as it waxes. Adv. from Better homes and gardens, June 1952, p. 213. Appl. author: Needham, Louis & Brorby, inc. © 25May52; KK74048.

Scientific research wins another battle. New kind of floor polish ends scuffed-up floors. A harder, brighter polish for all your floors. Johnson's hard gloss Glo-Coat. Adv. from Chicago daily tribune, Feb. 22, 1952, p. 22. Appl. author: Needham, Louis & Brorby, inc. © 22Feb52; KK70832.

JOHNSON (S. C.) AND SON, INC. ©.
Cont'd.

'Tain't no trouble to give your car long-lasting wax protection. Johnson's Car-Plate waxes any car in 20 minutes. Adv. from Collier's magazine, June 7, 1952, p. 59. Appl. author: Needham, Louis & Brorby, inc. © 31May52; KK74412.

Today, a new hard gloss polish to end scuffed-up floors. Johnson's hard gloss Glo-Coat for all floors. Adv. from the Washington times-herald, Washington, D. C., Aug. 24, 1951, p. 17. Appl. author: Needham, Louis & Brorby, inc. © 24Aug51; KK73138.

Today, a new kind of Glo-Coat: Johnson's hard gloss Glo-Coat. Ends scuffed-up floors. (Floor wax) Adv. from Everywoman's, Mar. 1952, p. 91. Appl. author: Needham, Louis & Brorby, inc. © 25Feb52; KK70833.

Yep, sure is easy to give your car long-lasting wax protection! Johnson's Car-Plate waxes any car in 20 minutes! (Auto wax) Adv. from Saturday evening post, May 31, 1952, p. 105. Appl. author: Needham, Louis & Brorby, inc. © 28May52; KK74346.

JOHNSON (SAM) AND SONS FISHERIES, INC. ©.
For mid-winter and during Lent. '52 price list. Winter frozen fish, all dressed and headless. Folder. © 31Jan52; KK70374.
New lower mid-season prices for mid-winter and during Lent '52. (Dressed fish) Sheet. © 31Jan52; KK70373.

JOHNSON, WALTER E.
Protestant religious catalog. KK72570.
SEE Society for Visual Education, inc.

JOHNSON AND JOHNSON ©.
Simple rules for mouth hygiene. Dental floss candi Dentotape. Folder. Appl. author: Arthur R. Meares. © 15Nov51; KK72748.

JOHNSTON, ALAN C.
Hang me up chart. KK69666 ... SEE Southern Supply Company.

JOHNSTON, C. N.
Planned watering for greater yields in the garden ... Watering pays off in the garden. KK69422. SEE Wisconsin Advertising Service.

JOHNSTON, IRVING SAMUEL.
The neatest shirt in town. KK74223.
SEE Market Industries Company, inc.

JOHNSTON, JAMES WILLIAM ©.

Johnston extends Easter greetings to you. Count the rabbit contest. (General merchandise) Adv. from Statesville daily record, Statesville, N. C., Apr. 2, 1952, p. 8. © 2Apr52; KK72249.

Johnston Furniture Co. gives you this opportunity to win this exciting auto tour to Mexico ... in this Amanda upright food freezer contest. Adv. from the Statesville daily record, Statesville, N. C., May 24, 1952, p. 5. © 24May52; KK73870.

Johnston smashes prices during this atomic event. (General merchandise) Adv. from Statesville daily record, June 11, 1952, p. 3. © 11Jun52; KK74862.

JOHNSTON, SAM E.
Cages for pets and laboratory animals. KK72965. SEE Cage Supply Company.

JOHNSTON, SAMUEL IRVING.
Meet takes the spotlight. KK73867.
SEE Patek and Company.

JONES (E. D.) AND SONS COMPANY ©.
Fibremaster, Master Jordan; Midget. (Machinery) Folder. Appl. author: Wm. B. Remington, inc. © 14May52; KK74673.

JONES, JOHN CLARK, III.
1902-1952. Army uniforms, officers and enlisted personnel, guaranteed regulation. Insignia, accessories. For regulation uniforms that are sure to please ... KK68856. SEE Rosenfield Uniform Company.

JONES, John Wiley, d.b.a. John Wiley Jones Co. SEE Jones (John Wiley) Company.

JONES (JOHN WILEY) COMPANY.
Sunny Sol whitens clothes, cleans, deodorizes, removes dirt and stains. (Cleaning and bleaching solution) Label. © John Wiley Jones, d.b.a. John Wiley Jones Co.; 1Dec50; KK70909.

JONES (RALPH H.) COMPANY.
Hit a new high with Hidel. KK71008.
SEE Delmar Products Company.
Super Charge makes ornery pup helpful. KK71775. SEE Drackett Company.

JORDAN, GEORGE C. ©.
Ladies first. (Personalized checks) Folder. © 28Dec51; KK70145.
Only a bank can make these statements. (Personalized checks) Folder. © 28Dec51; KK70148.
The safest way to carry money is in a fountain pen. (Personalized checks) Card. © 28Dec51; KK70144.
To teen-agers. You are invited to meet your local banker. (Personalized checks) Folder. © 28Dec51; KK70147.
When is a savings institution a "bank"? (Personalized checks) Card. © 28Dec51; KK69980.
Why bankers envy teen-agers. (Personalized checks) Folder. © 28Dec51; KK70146.

JORDHEIM, OLIE.
Ol' south'rn corn bread, deliciously crunchy when toasted. KK73886.
SEE Schafer, Martin F.

JORGENSEN, GERALD A.
Readco dreadnought high speed dough mixer. KK70615. SEE Read Standard Corporation.

JUDSON DUNAWAY CORPORATION ©.
No work, no worry, no moths. Kill them with Expello Ex-Ray vapor. (Insecticide) Folder. Appl. author: J. M. Mathes, inc. © 15Jan52; KK71999.

Vanish chases this ghost of the past from your bathroom the easy way. (Toilet bowl cleanser) Adv. from Woman's day, Feb. 1952, p. 206. Appl. author: J. M. Mathes, inc. © 1Feb52; KK71123.

JUHL ADVERTISING AGENCY.
A factual report on the Everett series 10 school piano. KK70162. SEE Everett Piano Company.

The friendliness of wood, the permanence of steel. KK71567. SEE South Haven Casket Company.

How proper seating improves health and appearance. KK72370. SEE Domore Chair Company.

Kay basses and cellos. Preferred to all others combined. KK72371. SEE Kay Musical Instrument Company.

Kay professional bass viols. KK71569. SEE Kay Musical Instrument Company.

Porta-bilt planned Mutschler custom kitchens. KK71863. SEE Mutschler Brothers Company, inc.

She really looks many years older. KK70814. SEE Posture Research Institute.

Something new in classroom pianos. KK71568. SEE Everett Piano Company.

World's most priceless beauty aid, and it doesn't cost a cent. Hand-some is that handsome does ... KK69576. SEE Posture Research Institute, inc.

JUILLIARD (A. D.) AND COMPANY, INC. ©.
Juilliard Featheroy ... the wisplight wonder corduroy that has 21 tiny ribs to the inch. Adv. from Seventeen, Sept. 1951, p. 16. Appl. author: Gotham Advertising Co. © 1Sep51; KK71160.

Juilliard woollens. City scene, Adele Simpson's dramatic town dress ... in Juilliard's supple worsted block check. (Clothing) Adv. from the New Yorker, Feb. 23, 1952, p. 13. Appl. author: Gotham Advertising Co. © 21Feb52; KK71562.

Juilliard woollens. For enduring beauty and perfect fit in the fashions you seam at home. (Clothing) Adv. from Vogue pattern book, Winter 1951-1952, p. 8c. Appl. author: Gotham Advertising Co. © 16Oct51; KK70063.

Juilliard woollens. For evening enchantment, Clare Potter's at-home design, of Juilliard's zephyr-sheer Crepe Julia ... Adv. from the New Yorker, Oct. 27, 1951, p. 5. Appl. author: Gotham Advertising Co. © 25Oct51; KK71167.

Juilliard woollens. In ribura, exciting ribbed worsted, Juilliard achieves the ultimate in textured beauty. (Clothing) Adv. from Glamour, Feb. 1952, p. 31. Appl. author: Gotham Advertising Co. © 22Jan52; KK69951.

Juilliard woollens. Juilliard Veloma, soft-faced velour-suede ... in this velvet-lavished coat by Handelsman & Raiffe. (Clothing) Adv. from Charm, Oct. 1951, p. 11. Appl. author: Gotham Advertising Co. © 22Sep51; KK71564.

Juilliard woollens. Juilliard's Bristol stripe worsted ... Adv. from the New Yorker, Sept. 22, 1951, p. 43. Appl. author: Gotham Advertising Co. © 20Sep51; KK71168.

Juilliard woollens. Juilliard's lush, furry-textured coating of wool, worsted and mohair. (Clothing) Adv. from Glamour, Oct. 1951, p. 4. Appl. author: Gotham Advertising Co. © 22Sep51; KK69950.

Juilliard woollens. Little coat, big fashion. Kurak, Juilliard's new coating ... in a versatile Lo Balbo design. (Clothing) Adv. from the New Yorker, Mar. 15, 1952, p. 17. Appl. author: Gotham Advertising Co. © 13Mar52; KK71566.

Juilliard woollens. Rhana, Juilliard's supple, airy crepe, highlights ... this dress by Arnold & Fox, inc. (Clothing) Adv. from Mademoiselle, Sept. 1951, p. 22. Appl. author: Gotham Advertising Co. © 29Aug51; KK71565.

Juilliard woollens. Ribura, superb new ribbed worsted by Juilliard. (Clothing) Adv. from Vogue, Feb. 1, 1952, p. 17. Appl. author: Gotham Advertising Co. © 1Feb52; KK69949.

Juilliard woollens. So young and feminine, the way you'll look for spring in Shanssee, Juilliard's elegant new worsted ... (Clothing) Adv. from Glamour, Mar. 1952, p. 21. Appl. author: Gotham Advertising Co. © 22Feb52; KK71563.

JUILLIARD (A. D.) AND COMPANY, INC. © Cont'd.

Juilliard woolens. Triella, Juilliard's elegant, supple costume suiting ... Adv. from the New Yorker, Feb. 2, 1952, p. 3. Appl. author: Gotham Advertising Co. © 31Jan52; KK71166.

Juilliard woolens. You'll love to parade in Beekman Hill ... Adv. from Seventeen, Sept. 1951, p. 37. Appl. author: Gotham Advertising Co. © 1Sep51; KK71161.

Juilliard zephyroy. (Clothing) Adv. from Vogue pattern book, Autumn 1951, p. 8 h. Appl. author: Gotham Advertising Co. © 15Aug51; KK70300.

Woolens. Superlative new Master Fabric by Juilliard, beautiful shan tweed ... Adv. from Harper's bazaar, Mar. 1952, p. 10. Appl. author: Gotham Advertising Co. © 1Mar52; KK74546.

JUNG PRODUCTS, INC. ©.

Futuro ankle brace for tired, aching, painful ankles. One only. Label. Appl. author: Henry Malcolm Stuckenberg. © 4Mar52; KK73123.

Futuro elbow brace for sprains, strains, weakness. For surgical or athletic use. One only. Label. Appl. author: Henry Malcolm Stuckenberg. © 4Mar52; KK73124.

Futuro knee brace for tired, aching, painful knees. For surgical or athletic use. One only. Label. Appl. author: Henry Malcolm Stuckenberg. © 4Mar52; KK73121.

Futuro wrist brace for sprains, strains, weakness. One only. Label. Appl. author: Henry Malcolm Stuckenberg. © 4Mar52; KK73122.

JUNGGREN, OSCAR H.

Wood ladder scaffolds for the painting and decorating trade. KK74130. SEE Patent Scaffolding Company, inc.

JUNTUNEN, ARNO A.

Cocoonut creams. KK74880. SEE Salerno-Megowen Biscuit Company.

Frosted fruit and nut cookies. KK74910. SEE Salerno-Megowen Biscuit Company.

Salerno Crowns: delicious devil's food cake. KK70861. SEE Salerno-Megowen Biscuit Company.

Salerno Dainties. KK71093. SEE Salerno-Megowen Biscuit Company.

Salerno pecan tops. KK70612. SEE Salerno-Megowen Biscuit Company.

Salerno playtime cookies. KK73097. SEE Salerno-Megowen Biscuit Company.

Salerno Sprinkles. KK70439. SEE Salerno-Megowen Biscuit Company.

K

KAHN (DAVID) INC. ©.

Even better, still only \$1. Try the handsome 1952 Wearever Pennant. More than ever your best pen buy. Adv. from Life, Mar. 17, 1952, p. 63. © 14Mar52; KK71949.

\$1 still buys top quality in the great 1952 Wearever Pennant. (Fountain pens) Adv. from the Saturday evening post, Mar. 29, 1952, p. 59. © 26Mar52; KK72387.

World's largest pen maker perfects the ball pen! Wearever. (Writing instruments) Adv. from Life, May 12, 1952, p. 122. © 9May52; KK74342.

KAHN, JULIAN S.

Instructions for Wink Needle Threader salesmen. KK71753. SEE Wink Needle Threader Company.

Wink declares war on lost time, on shattered nerves, on strained eyesight. KK71755. SEE Wink Needle Threader Company.

KAHN, ROBERT.

Direct from factory to you. 34 piece set. KK72206. SEE Niresk Industries.

New 24 piece play set. Includes 11 inch Latex body doll. KK72207. SEE Niresk Industries.

Prize winning doll, now with magic hair. KK72205. SEE Niresk Industries.

KAHN'S (E.) SONS COMPANY.

American Beauty Speedmix emulsifying high absorption cake shortening. Label. © The E. Kahn's Sons Co.; 27Jun51; KK68926.

Dainty link sausage. Skinless. American beauty. Net weight 1/2 pound. Label. © The E. Kahn's Sons Co.; 29Feb52; KK71595.

KAISER-FRAZER EXPORT CORPORATION ©.

Courage knows no last frontier. Kaiser cands Henry J. (Automobiles) Adv. from United Palestine appeal year book, 1951, p. 47. Appl. author: William H. Weintraub & Co., inc. © 21Nov51; KK71424.

Drive with Irene Dunne and her new Henry J Corsair. (Automobiles) Adv. from the Saturday evening post, May 31, 1952, p. 70-71. Appl. author: William H. Weintraub & Co., inc. © 28May52; KK74082.

An eye-opening claim only K-F dealers can make: Kaiser-Frazer's Henry J runs on small change and a key. (Automobiles) Adv. from Automotive news, Nov. 5, 1951, p. 44. Appl. author: Wm. H. Weintraub & Co., inc. © 5Nov51; KK69445.

An "eye-opening" question for every American motorist! Have you ever talked to a Kaiser owner? (Automobiles) Adv. from the Saturday evening post, Dec. 1, 1951, p. 99. Appl. author: William H. Weintraub & Co., inc. © 29Nov51; KK70402.

'52 Kaiser introduces the world's safest front seat. Adv. Appl. author: William H. Weintraub & Co., inc. © 7May52; KK74246.

First showing '52 Kaiser Manhattan. Introducing the car with the world's safest front seat. Adv. from Utica daily press, Utica, N. Y., Mar. 14, 1952, p. 3. Appl. author: William H. Weintraub & Co., inc. © 14Mar52; KK72152.

In the air, as on the road, Kaiser-Frazer builds to better the best. (Automobiles) Adv. from Collier's, Oct. 27, 1951, p. 130. Appl. author: William H. Weintraub & Co., inc. © 19Oct51; KK71304.

Lee Bowman, TV's Ellery Queen and his Henry J. Kaiser-Frazer's Henry J., the fashion academy car for today! Adv. from the Saturday evening post, Oct. 27, 1951, p. 87. Appl. author: William H. Weintraub & Co., inc. © 24Oct51; KK69917.

Michigan miles or Paris kilometers, Henry J. costs less to drive! (Automobiles) Adv. from Life magazine, Nov. 19, 1951, p. 78. Appl. author: William H. Weintraub & Co., inc. © 16Nov51; KK70401.

New '52 Henry J now \$1349. Adv. Appl. author: William H. Weintraub & Co., inc. © 25Apr52; KK74247.

The new '52 Kaiser Manhattan. The world's safest front seat. The world's most advanced new car. Adv. from This week, Apr. 27, 1952,

p. 6. Appl. author: William H. Weintraub & Co., inc. © 27Apr52; KK74295.

New international favorite. Drive the car that makes thrift a pleasure. cThe new '52 Henry J. Corsair; Adv. from Advertiser Detroit roster edition annual, 1952, p. 153. Appl. author: William H. Weintraub & Co., inc. © 6May52; KK74449.

A penny never traveled further than in the Henry J. (Automobiles) Adv. from Olean times herald, Olean, N. Y., Dec. 6, 1951, p. 15. Appl. author: Wm. H. Weintraub & Co., inc. © 6Dec51; KK69447.

Presenting '52's finest low-price car, the new '52 Henry J Corsair. Adv. from Life, Apr. 7, 1952. Appl. author: William H. Weintraub & Co., inc. © 4Apr52; KK73641.

Presenting, the newest achievement of Kaiser's anatomic engineering, the new '52 Kaiser Manhattan. (Automobiles) Adv. from Life, Apr. 21, 1952. Appl. author: William H. Weintraub & Co., inc. © 18Apr52; KK73640.

Some "eye-opening" facts for every American motorist! Maybe you have missed the big fact about Kaiser! (Automobiles) Adv. from the Courier-Journal, Louisville, Ky., Nov. 14, 1951. Appl. author: William H. Weintraub & Co., inc. © 14Nov51; KK70399.

Some eye-opening facts for every automobile dealer: Kaiser cars have travelled over 20 billion miles. Adv. from Automotive news, Dec. 5, 1951, p. 9. Appl. author: Wm. H. Weintraub & Co., inc. © 3Dec51; KK69446.

This year, next year, and always, Kaiser's the newest. (Automobiles) Adv. from the Saturday evening post, July 14, 1951. Appl. author: William H. Weintraub & Co., inc. © 11Jul51; KK74081.

Top stars agree: Your smartest buy is Henry J. (Automobiles) Adv. from the Saturday evening post, Dec. 15, 1951, p. 79. Appl. author: William H. Weintraub & Co., inc. © 12Dec51; KK70400.

KAMINETSKY, Nathan, t.a. Kaminex Products. SEE Kaminex Products.

KAMINEX PRODUCTS.

Kaminex safety plaster. Safest for ceilings and walls. Fire-proof, light-weight, durable. 6 p. © Nathan Kamnitsky, t.a. Kaminex Products; 15Feb52; KK71693.

KAMMANN, FREDERIC.

The Celotex merchandising service for building material merchants. KK71620. SEE Celotex Corporation.

KANASKE, ART.

Bear in mind, this way you make extra profits. KK69104. SEE Grizzly Manufacturing Company.

Bear in mind, you can't beat this for satisfying your customers. KK69103. SEE Grizzly Manufacturing Company.

Bear in mind, you can't beat us for service. KK69102. SEE Grizzly Manufacturing Company.

Bear in mind, you make more money this way, give better results, too. KK69105. SEE Grizzly Manufacturing Company.

A lot less downtime. KK70245. SEE Grizzly Manufacturing Company.

A lot less labor cost. KK70243. SEE Grizzly Manufacturing Company.

KANASKE, ART. Cont'd.

A lot less maintenance cost.
KK70241. SEE Grizzly Manufacturing Company.

A lot less work. KK70244. SEE Grizzly Manufacturing Company.

A lot more miles. KK70240. SEE Grizzly Manufacturing Company.

A lot more safety. KK70242. SEE Grizzly Manufacturing Company.

A lot more stamina. KK70239. SEE Grizzly Manufacturing Company.

A lot smoother stops. KK70246. SEE Grizzly Manufacturing Company.

Made for each other. KK69451 ...
SEE Muskegon Piston Ring Company.

KANE, HENRY.

How to tie a beau. KK70876. SEE Manhattan Shirt Company.

KARU, MORRIS M., t.a. Karu Paint Company. SEE Karu Paint Company.

KARU PAINT COMPANY.

Miracle hospital white. Stays white.
A truly scientific non-yellowing enamel. Contents one gallon. Label.
© Morris M. Karu, t.a. Karu Paint Co.; 10Apr52; KK72146.

KASSER, RAYMOND H.

King Solomon extra sweet and delicious Concord grape wine. KK72567.
SEE Kasser Distillers Products Corporation.

KASSER DISTILLERS PRODUCTS CORPORATION ©.

King Solomon extra sweet and delicious Concord grape wine. Label.
Appl. author: Raymond H. Kasser.
© 12Oct51; KK72567.

KASSIMER, ADA M.

Val-Drape. KK73621. SEE Gift Shop Necessities Company.

KATREEN FOODS ©.

Yogi yogurt, made from pasteurized whole milk with prime yogurt culture. Net contents 1/3 pint.
Label. © 2May51; KK69302.

KATZ, ADOLPH.

Dresden rose by Coro. KK71362. SEE Coro, inc.

For mothers ... Coro's "Americana" simulated pearls with the famous Ajusta clasp. KK72774. SEE Coro, inc.

It's in the cards. KK73143. SEE Coro, inc.

Laurel by Coro. KK71144. SEE Coro, inc.

Mercury by Coro. KK71361. SEE Coro, inc.

Oh, say, can you see how the brilliance. KK71379. SEE Coro, inc.

Rock 'n white by Coro. KK72272. SEE Coro, inc.

Serenade by Coro. KK70559 ... SEE Coro, inc.

Siam by Coro. KK72381. SEE Coro, inc.

Sweetberry by Coro. KK71145. SEE Coro, inc.

Twilight bloom by Coro. KK71143. SEE Coro, inc.

KATZ (JOSEPH) COMPANY.

Premium beer. KK73942. SEE Hals Brewing Company.

KATZ, MARVIN, Ellis C. Bradley, Alvin M. Bradley and A. Barton Brodkey, d.b.a. Yale-Nash Company. SEE Yale-Nash Company.

KAUFMAN (FRANK H.) AND COMPANY.

Camp for scientific support needs. KK71229. SEE Camp (S. H.) and Company.

KAUFMAN (HENRY J.) AND ASSOCIATES ©.

Fashion Plate, your personalized charge account. (Wearing apparel) Card. Appl. author: Lawrence Dobrow. © 19Nov51; KK68918.

KAUFMAN, IRVING H.

Amazing ... 3 rings for \$50.
KK70698. SEE Allison-Kaufman Company.

KAUFMAN, JEROME.

Chart A. This chart shows how shops sell waves at different price levels.
KK73412. SEE Sales Affiliates, inc.

In our wildest dreams. KK71371.
SEE Sales Affiliates, inc.

Now, at last, a moisture-resistant permanent. KK73737. SEE Sales Affiliates, inc.

Now, it's new and we've got it.
KK71370. SEE Sales Affiliates, inc.

Zotos Career Girl cream bath waving lotion. KK73711 ... SEE Sales Affiliates, inc.

Zotos Career Girl wave ... KK73710 ... SEE Sales Affiliates, inc.

Zotos custom wavelock for neutralizing. KK69944. SEE Sales Affiliates, inc.

Zotos custom waveform for waving. KK69945 ... SEE Sales Affiliates, inc.

Zotos de luxe wave form for waving. KK69940. SEE Sales Affiliates, inc.

Zotos wavelock permanent. KK69942 ... SEE Sales Affiliates, inc.

KAUFMAN, MARX S.

For the gift no one will exchange.
KK70658. SEE Harvey (H.) Company, Ltd.

KAUTZMANN, FRANK N., Jr.

Thor washers. Beware! Buy only from your authorized Thor dealer.
KK74896. SEE Latham (E. B.) and Company.

KAY MUSICAL INSTRUMENT COMPANY ©.

Kay basses and cellos. Preferred to all others combined. 7 p. Appl. author: Juhl Advertising Agency.
© 20Mar52; KK72371.

Kay professional bass viols, used by 4 out of 5 top bass players. Folder. Appl. author: Juhl Advertising Agency. © 31Jan52; KK71569.

KAYSUN, INC. ©.

Kaysun plastic propellers for class 1/2 A small bore power engines, 15¢ each. One dozen, no. 603. Label.
Appl. author: Joseph F. Sanlader.
© 15May51; KK69012.

6 inch plastic propellers, ready to use for rubber powered model planes, 10¢ each. 1 doz., no. 60. Label. Appl. author: Joseph F. Sanlader. © 15May51; KK69013.

KEARNEY AND TRECKER CORPORATION.

WALKER-TURNER DIVISION ©.

Use of the lathe. Walker-Turner teaching aids. Folder. Appl. authors: Fred C. Finsterbach and June Soper. © 25Feb52; KK71254.

KECK, PETER.

The sensational new porcelain repair discovery. KK74414. SEE Porcelene, inc.

KEELOR STEEL, INC. ©.

Nu-Wrinkl lawn edging. Made of sturdy, galvanized, corrugated steel.
Label. © 15Jan52; KK70005.

Nu-Wrinkl planting kit. Made of sturdy, galvanized, corrugated steel.
Label. © 9Jan52; KK70006.

KEENE, ARTHUR EDMOND ©.

The world's only fountain razor.
Keene fountain razor. Sheet.
© 10Oct51; KK70138.

KELLER RESEARCH CORPORATION ©.

Even if you're the boss, it will pay you to read this ad and pass it on to your servicemen ... Keller long dwell saturation breaker arm plate kit 9000 ... (Automobile parts) Adv. from Ford dealer news, Aug. 1951. Appl. authors: Robert H. Hieger & Marvin Hahn. © 8Aug51; KK68868.

KELLY, JOHN HAYES.

Announcing the newest of the new for '52. New 1952 Studebaker. A new 120-horsepower Commander V-8. KK69553.
SEE Studebaker Corporation.

Big or small loads cost less to haul in a Studebaker truck.
KK70495. SEE Studebaker Corporation.

An exciting eyeeful and amazingly thrifty! Studebaker Starliner. KK74547. SEE Studebaker Corporation.

Excitingly styled new Studebaker saves gasoline every mile. State Commander V-8; Studebaker Starliner. KK73193. SEE Studebaker Corporation.

Here's jet-streamed styling and stand out gas saving. KK74062. SEE Studebaker Corporation.

Keep rolling at low cost with a Studebaker truck. KK72426. SEE Studebaker Corporation.

New 1952 Studebaker styling helps you to save gasoline. KK70916. SEE Studebaker Corporation.

Own this style star and economy star. KK72269. SEE Studebaker Corporation.

A stand-out in style; saves gas every mile. KK73465. SEE Studebaker Corporation.

Studebaker again steps out ahead in style. KK70915. SEE Studebaker Corporation.

Styled to stir your pride. KK72811. SEE Studebaker Corporation.

This excitingly styled Studebaker is an amazingly thrifty car! KK74904. SEE Studebaker Corporation.

Thrifty Studebaker trucks stand up amazingly long. KK73974. SEE Studebaker Corporation.

You've got a truck you can trust when you own a Studebaker. KK71747. SEE Studebaker Corporation.

KELLY, NASON, INC.

The new automatic Universal Monodate. KK74384. SEE Stern (Henri) Watch Agency, inc. Universal Division.

Plants must drink their food. Nurish feeds your plants the liquid way! KK72892. SEE Naco Fertilizer Company.

KELLY AND LAMB ©.

Take 'em out to the ball game. Columbus Baseball Club, Inc., Red Bird Stadium, Columbus, Ohio. (Baseball tickets) Folder. Appl. author: John Williams. © 1Apr52; KK73144.

KEMP (E. F.) CORPORATION ©.

Easter greetings. (Nuts) Label. © 27Mar52; KK73214.

Golden Glow nuts. 1 lb. net. Label. © 10Dec51; KK68976.

Kemp's Golden Glow nuts. 1 lb. net. Label. © 10Dec51; KK69936.

Step Ahead salted nuts. 1 lb. net. Label. © 10Dec51; KK68977.

Valentine greetings. (Nuts) Label. © 21Jan52; KK69937.

KENDALL COMPANY. BAUER AND BLACK DIVISION ©.
Is anything too good for Susie? Use the same first-aid dressings most leading hospitals use. Curity hospital dressings for the home. Adv. from Life magazine, Sept. 10, 1951, p. 68. © 10Sep51; KK70279.

KENDALL RECORDING CORPORATION ©.
French organ music. LP 2553. (Phonograph record) Label. Appl. author: Harold Gleason. © 24Apr52; KK73047.

Organ music cof: Johann Sebastian Bach. LP 2551. (Phonograph record) Label. Appl. author: Harold Gleason. © 24Apr52; KK73048.

Sonata for organ cby: Julius Reubke. LP 2552. (Phonograph record) Label. Appl. author: Harold Gleason. © 24Apr52; KK73049.

KENNARD, RICHARD L.
Easy to handle, tough alloy construction, priced low ... Burrows aluminum bag conveyor. KK72296.
SEE Burrows Equipment Company.

KENNARD CORPORATION ©.
Kennard engineered cooling towers. Induced draft. (Heat transfer products) Folder. Appl. author: Ben M. McDougall. © 27Feb52; KK70913.
Kennard engineered heating and ventilating blower units. Bulletin no. HV-1. 9 p. Appl. author: B. M. McDougall. © 25Jan52; KK69999.

KENNEDY, GROSVENOR AYRES.
Industrial hose reporter. KK68909.
SEE Gates Rubber Company.
Industrial news. KK68910 ... SEE Gates Rubber Company.
Industrial reporter. KK69964 ... SEE Gates Rubber Company.

KENNEDY CAR LINER AND BAG COMPANY, INC. ©.
Cunning KeKo Boater Toppers set a new fashion flair in infants' summer wear. Adv. from Department store economist, Mar. 1952, p. 132-133. Appl. author: Grubb & Petersen Advertising Agency. © 29Feb52; KK72271.

Kiddy Kolar. Doctor and nurse. (Dry cleaning) Bag. Appl. author: Grubb & Petersen Advertising Agency. © 9Apr52; KK72283.

Kiddy Kolar. Liberty. (Dry cleaning) Bag. Appl. author: Grubb & Petersen Advertising Agency. © 9Apr52; KK72280.

KENT METAL MANUFACTURING COMPANY, INC. ©.
Magneboard with magnediscs. (Educational device) Sheet. © Appl. author: Herbert L. Slote. © 1Dec51; KK69972.

New complete line for offices, stores, schools, public buildings. Kent. (Fluorescent fixtures) 7 p. Appl. author: Samuel R. Gerber. © 1Dec51; KK69086.

KENWOOD MILLS ©.
Kenwood blankets, woven dreams come true. Adv. from McCall's, Sept. 1951, p. 20. Appl. author: Abbott Kimball Co., inc. © 22Aug51; KK69918.

KENWORTHY EDUCATIONAL SERVICE, INC. ©.
Phonic rummy. A game of matching vowel sounds for a basic foundation in learning to read. Set A for first and second grade age groups. Label. Appl. author: William E. Foley. © 1Jul51; KK70403.

KENYA GEM CORPORATION ©.
Kenya Gems, the amazing miracle of modern science. (Gems) 8 p. Appl. author: Harry B. Brown. © 5Jan52; KK69921.

KERATENE COMPANY, INC.
Technical bulletin no. K-4. The Utilization of Keraton in the manufacture of paper. 16 p. Appl. author: Melvin H. Diem. © The Keratene Co., inc.; 23May52; KK73919.

KERRY COATS, INC. ©.
Understated luxury, alpaca. Milium-lined imported alpaca coats. Adv. from Glamour, June 1952, p. 8. Appl. author: Altman-Stoller Advertising, inc. © 20May52; KK74921.
You're lovely in velvet. (Clothing) Adv. from Seventeen, June 1952, p. 109. Appl. author: Altman-Stoller Advertising, inc. © 28May52; KK74915.

KERSKER, WILLIAM H., Jr.
The peak in Cadillac customer relations. Customer relations card. KK71602. SEE Kersker, inc.

KERSKER, INC. ©.
The peak in Cadillac customer relations. Customer relations card. (Sales and servicing of Cadillac automobiles) Card. Appl. author: William H. Kersker, Jr. © 27Aug51; KK71602.

KESCO COMPANY ©.
Lattice pie cutter. OK'd by experts, used by housewives. (Pie dough cutter) Label. Appl. authors: Albert E. and Rinda C. Shaw. © 15Nov51; KK72055.

KESSLINGER (J. M.) AND ASSOCIATES.
Danger, proceed at your own risk. What's wrong with this picture? Want references? Legge system of safety floor maintenance. KK68805. SEE Legge (Walter G.) Company, inc.
Passing the screen test. KK71111. SEE Plastic Woven Products, inc.
Prevent static electricity explosions with Conducote coating. KK72248. SEE Legge (Walter G.) Company, inc.

KETCHUM, MACLEOD AND GROVE, INC.
Every hour, every day you're glad it's gas. KK72641. SEE East Ohio Gas Company.

KETTLER, ORVILLE H.
Walter Ashe radio, television and electronic equipment. KK70582. SEE Ashe (Walter) Radio Company.

KEWANEE BOILER CORPORATION ©.
Cottage boiler-burner unit. A quality boiler plus an all-star line of accessories means satisfaction. Sheet. Appl. author: C. Keith Ferguson. © 20Mar52 (in notice: 1951); KK71961.

KEYES FIBRE COMPANY ©.
Kys-Karton. Keyes special imprinted 2X6 gray egg carton. Folder. Appl. author: Edward Franklin Ahearn. © 21Mar52; KK71823.

KIDDE (WALTER) AND COMPANY, INC. ©.
Alarm signal Kidde smoke detectors. 7 cl: p. Appl. author: Stuart Grant. © 26May52; KK74400.
Dry chemical fire extinguishers. Pamphlet. Appl. author: Stuart Grant. © 2May52; KK74399.
Instruction book for the installation, operation and maintenance of the automatic fire extinguishing system for enclosed, small, industrial hazards of the flammable

liquid type. 1 to 4 cylinder. 17 p. Appl. author: Harry Lein. © 7Jan52 (in notice: 1951); KK70542.

Kidde built-in carbon dioxide fire extinguishing systems. (Fire extinguishing equipment) Pamphlet. Appl. author: Stuart Grant. © 7Jan52 (in notice: 1951); KK70541.

Packaged fire protection comes to Main St., U. S. A. (Fire extinguishing equipment) Appl. author: Stuart Grant. © 7Jan52; KK70391.

Portable equipment, Kidde 150 lb. dry chemical wheeled extinguisher. Folder. Appl. author: Stuart Grant. © 2Jun52; KK74401.

Training your fire brigade to use first aid extinguishers. (Fire extinguishing equipment) Appl. author: Stuart Grant. © 7Jan52; KK70392.

KIENZLE, GEORGE J.
Elsie's C-note. KK70314. SEE Borden Company.
Elsie's Milky Way. SEE Borden Company.
Safety chatter. SEE Borden Company.

KIGGINS, EUGENE.
Ind Rio brand, Indian River; Florida orange juice. KK69293. SEE Tree-sweet Products Company.

KILBERT, FRANK, JR.
Hornell naturally dry beer. KK70446. SEE Hornell Brewing Company, inc.

KILLIAN, TOM.
We have waited 'til now to tell you about X-pan ... KK73416. SEE Killian (Tom) inc.

KILLIAN (TOM) INC. ©.
We have waited 'til now to tell you about X-pan ... the most satisfactory piston expanding system ever to become available to you. Folder. Appl. author: Tom Killian. © 10Apr52; KK73416.

KIMBALL (ABBOTT) COMPANY, INC.
A cascade of pure beauty. KK71572. SEE Vanity Fair Mills, inc.
Comes the revelation! KK69930. SEE Carlisle Shoe Company.
Get the point and you've got fashion! KK69929. SEE Carlisle Shoe Company.
Kenwood blankets, woven dreams come true. KK69918. SEE Kenwood Mills.
Look, no buckles! KK69923. SEE Carlisle Shoe Company.

L-o-v-e that Marshall Field & Company. Diamond jubilee nightdress. KK71578. SEE Vanity Fair Mills, inc.

The loveliest, most economical lingerie, only by Vanity Fair. KK69145. SEE Vanity Fair Mills, inc.

New twists, new way to wear a pump. KK69926. SEE Carlisle Shoe Company.
Once you experience the economy of Vanity Fair lingerie, you will find that you cannot afford to wear anything cheaper. KK69148. SEE Vanity Fair Mills, inc.

Once you wear Vanity Fair, you will always prefer it, because it is the finest, most economical in the world. KK69147. SEE Vanity Fair Mills, inc.

Only by Vanity Fair ... KK69134 ... SEE Vanity Fair Mills, inc.
Only twelve ninety-five. Only by Vanity Fair. KK71579. SEE Vanity Fair Mills, inc.

KIMBALL (ABBOTT) COMPANY, INC. Cont'd.
Oxford Jrs. new slant on an old love.
KK69928. SEE Carlisle Shoe Company.

Pettiskirts, pettiskirts, petti-
skirts ... KK71570. SEE
Vanity Fair Mills, inc.

The Southern Belle, only by Vanity
Fair, of all beautiful gowns, the
best beloved ... KK74185. SEE
Vanity Fair Mills, inc.

KAWNEER COMPANY.

Store front selector [and] how to use
the Kawneer store front selector
for easier, more profitable selling.
Pamphlets. © The Kawneer Co.;
23May52; KK74830.

Supremely beautiful nylon tricot
nightdress with new effects in
permanent pleats. KK69138. SEE
Vanity Fair Mills, inc.

Tattle toes just a little show-off.
KK69922. SEE Carlisle Shoe Company.

This garment guaranteed unconditional-
ly washable. Lava lino ... KK69094.
SEE Knickerbocker Textile Corpora-
tion.

Tie yourself to a beau. KK69927.
SEE Carlisle Shoe Company.

To give you that cherished feeling,
or to impart it to another ...
KK69144. SEE Vanity Fair Mills,
inc.

Veiled vamps, city-bred fashion in
lace so light, so cool, so chic.
KK69924. SEE Carlisle Shoe Company.

Wear a square throat pump for
fashion's slim look. KK69925.
SEE Carlisle Shoe Company.

Wear the prettiest, the most
economical lingerie, only by
Vanity Fair. KK69141. SEE
Vanity Fair Mills, inc.

KIMBERLY CLARK-CORPORATION ©.

Let's swap ideas. Match your ad-
vertising ideas with these and win a
\$50 bond. (Printing papers) Adv.
from Business week, Feb. 16,
1952, p. 89. Appl. author: Harvey
Clements. © 15Feb52; KK71180.

Let's swap ideas. Match your ad-
vertising ideas with these and
win a \$50 bond. (Printing papers)
Adv. from Business week, Mar.
15, 1952, p. 35. Appl. author:
Harvey Clements. © 14Mar52;
KK71587.

Let's swap ideas. Match your adver-
tising ideas with these and win a
\$50 bond. (Printing papers) Adv.
from Business week, June 14, 1952,
p. 155. Appl. author: Harvey
Clements. © 13Jun52; KK74837.

Let's swap ideas. Match your adver-
tising ideas with these and win a
\$50 bond. Firecracker proves hot
merchandising idea. (Firecracker
replica containing written material.
Printing papers) Adv. from News-
week, Apr. 21, 1952, p. 119. Appl.
author: Harvey Clements. © 17Apr52;
KK72696.

Let's swap ideas. Match your printing
ideas with these and win a \$50
bond. (Printing papers) Adv. from
American printer, Feb. 1952, p. 45.
Appl. author: Harvey Clements.
© 10Feb52; KK71317.

Let's swap ideas. Match your printing
ideas with these and win a \$50
bond. Binding wire on press speeds
production. (Printing papers) Adv.
from American printer, Mar. 1952,
p. 79. Appl. author: Harvey Clem-
ents. © 10Mar52; KK72173.

Let's swap ideas. Match your printing
ideas with these and win a \$50 bond.
Solves ledger sheet feeder problem.
(Ledger sheet feeder. Printing

papers) Adv. from American printer,
Apr. 1952, p. 65. Appl. author:
Harvey Clements. © 10Mar52;
KK72697.

Tell it to Kimberly-Clark. An idea
exchange service for advertisers
and buyers of printing. (Printing
papers) Adv. from Business week,
Jan. 19, 1952, p. 133. Appl.
author: Harvey Clements. © 18Jan52;
KK70295.

Tell it to Kimberly-Clark. An idea ex-
change service for advertisers and
buyers of printing. The ad that
actually smelled good. Quality ma-
chine-coated printing papers. Adv.
from Industrial marketing, Dec.
1951, p. 115. Appl. author: Harvey
Clements. © 5Dec51; KK68795.

Tell it to Kimberly-Clark, and win a
\$50 defense bond. (Printing papers)
Adv. from American printer, Dec.
1951, p. 6. Appl. author: Harvey
Clements. © 10Dec51; KK69644.

Tell it to Kimberly-Clark and win a
\$50 defense bond! An idea exchange
service for you, the members of the
Graphic Arts Industry. (Printing
papers) Adv. from American printer,
Jan. 1952, p. 55. Appl. author:
Harvey Clements. © 10Jan52;
KK70297.

KING PAINT ROLLER, INC. ©.

Announcing King's revolutionary new
paint Load-A-Roller. Adv. from
American paint and oil dealer,
Jan. 1952, p. 20. Appl. author:
Simons-Michelson Co. © 15Jan52
(in notice: 1951); KK74423.

KINGSBURY, ARTHUR F., Jr.

Gardener's handbook. Gro-Fast
fertilizer products and Hubbard
insecticides. KK69594. SEE
Rogers and Hubbard Company.

So good for flowers, Gro-Fast ferti-
lizers. KK68772. SEE Rogers and
Hubbard Company.

KINGSBURY, JOHN L.

Cars pile up in Sierra storm.
KK74221. SEE Sacramento Association
of Insurance Agents.

The fire wouldn't wait. I should have
acted sooner on my insurance agents
advice. KK72067. SEE Sacramento
Association of Insurance Agents.

My automobile exploded. KK70681.
SEE Sacramento Association of
Insurance Agents.

My car was a skeleton. Insurance paid
off promptly, says P. B. Haney.
KK72490. SEE Sacramento Association
of Insurance Agents.

65 mile-an-hour wind blows double
trouble. KK71511. SEE Sacramento
Association of Insurance Agents.

Thieves spoiled our vacation, but
insurance paid the loss. KK69706.
SEE Sacramento Association of
Insurance Agents.

Trouble in the trucking business.
KK70288. SEE Sacramento Association
of Insurance Agents.

Truck lands upside down. KK73025.
SEE Sacramento Association of
Insurance Agents.

We lost our customers' clothes but
not their good will. KK69906. SEE
Sacramento Association of Insurance
Agents.

KINNER, ROBERT E.

Glass cleaner. KK73130. SEE Kinner
Products Company.

KINNER PRODUCTS COMPANY ©.

Glass cleaner. Strictly a maintenance
cleaner. One gallon. (Liquid
cleaner for glass and chromium)
Appl. author: Robert E. Kinner.
© 1Jul50; KK73130.

KINNEY, ROBERT CLINTON ©.

King hand holder for playing cards.
Facilitates handling of playing
card hands for all card games.
Label. © 24Mar52; KK71760.

KINSEY DISTILLING CORPORATION ©.

The enemy of taste is haste. Kinsey
blended whiskey. Adv. from Clare-
mont daily eagle, Claremont, N. H.,
June 7, 1952, p. 5. Appl. author:
Laurence M. Lloyd. © 7Jun52;
KK74581.

Folks are swinging more and more to
Kinsey every season. They like that
whiskey-richness, man, so sing out,
Kinsey's pleasin'. Adv. from Daily
news, New York, Apr. 23, 1952, p.
54. Appl. author: Laurence M.
Lloyd. © 23Apr52; KK72563.

KIRKLAND, WILLIAM STEVENS.

There's a new precision in freight
car construction. KK70631. SEE
International Steel Company.

KIRSCH, MORRIS.

Kirsch dietetic No-Cal. KK71004.
SEE Kirsch's Beverages, inc.

Kirsch doubly bubbly, doubly good
burgundy soda. KK71009. SEE
Kirsch's Beverages, inc.

KIRSCH'S BEVERAGES, INC. ©.

Kirsch dietetic No-Cal, without
sugar. (Soft drink) Label.
Appl. author: Morris Kirsch.
© 26Feb52; KK71004.

Kirsch doubly bubbly, doubly good
burgundy soda. Label. Appl.
author: Morris Kirsch. © 25Feb52;
KK71009.

KIRWIN, EDWARD A.

Double-Kay painters original fast
patching material, a professional
product for all flat finishes, self-
sealing. Label. Appl. author: Al-
fred E. Kowall. © Edward A. Kirwin
& Alfred E. Kowall; 22Dec51;
KK69512.

To the user: Double-Kay fast patching
material was discovered by a painter
... A professional product for all
flat finishes. Label. © Edward A.
Kirwin & Alfred E. Kowall; 7Jan52;
KK69505.

To the user. Double-Kay painters
original. Fast patching material.
A professional product for all flat
finishes. Self sealing. (Patching
material for walls) Label. Appl.
author: Alfred A. Kowall. © Edward
A. Kirwin & Alfred E. Kowall;
11Feb52 (in notice: 1951); KK70769.

KLAUBER (FRED S.) INC. ©.

Under what sign were you born? Wear
your Zodiac handkerchiefs for good
luck. Sheet. © 25Feb52; KK72245.

KLEIDON, KENNETH.

Owner's guide for Futurized Raytheon
TV. KK71386. SEE Belmont Radio
Corporation.

KLEIN (G.) AND SON ©.

Gifts of devotion in sterling silver.
(Religious medal) Metal works on
card. © 19Dec51; KK71117.

The new wrist watch medal. Sterling
silver. (Religious medal) Metal
work on card. © 12Dec51; KK71116.

St. Christopher wrist watch slide.
Slips on any standard watch strap.
(Religious articles) Label.
© 15May52; KK73454.

Spring 1952. We illustrate some of our
new items for the coming season.
(Religious articles) Sheets. Appl.
author: George Gabriel Klein.
© 26Dec51; KK71240.

KLEIN, GEORGE GABRIEL.

Spring 1952. We illustrate. KK71240.
SEE Klein (G.) and Son.

KLEINHANS COMPANY.

Kleinhans presents 'em just in time for your Decoration Day wearing pleasure. (Slacks) Adv. from Buffalo courier-express, May 22, 1952, p. 36. © The Kleinhans Co.; 22May52; KK73868.

KLEMTNER (PAUL) AND COMPANY, INC.

The best is yet to be. Vascutum for the life that begins at forty. KK69395. SEE Schenley Laboratories, inc.

Euphased brightens the patient's outlook during emotional crises. KK72049. SEE Schenley Laboratories, inc.

For the life that begins at forty, Vascutum guards the best years. KK72043. SEE Schenley Laboratories, inc.

Liquid Orapen, high potency penicillin solution for oral use. KK72048. SEE Schenley Laboratories, inc.

Liquid Tetracillin: oral penicillin candi triple sulfonamides. KK72046. SEE Schenley Laboratories, inc.

Potent protection for the life that begins at forty. Vascutum. KK69390. SEE Schenley Laboratories, inc.

Sedamyl, ideal for daytime use in anxiety states. Rutaminal. KK72047. SEE Schenley Laboratories, inc.

Time-saving advance in penicillin therapy. KK72240. SEE Schenley Laboratories, inc.

Time-saving suggestions for busy physicians. Titalac ... Vascutum ... Rutaminal ... Sedamyl ... KK69389. SEE Schenley Laboratories, inc.

Titalac, an antacid that the hospital patient will enjoy taking. KK69392. SEE Schenley Laboratories, inc.

Titalac, an effective antacid that patients will enjoy taking. KK69393 ... SEE Schenley Laboratories, inc.

Titalac antacid in the management of peptic ulcer candi Vascutum. KK72045. SEE Schenley Laboratories, inc.

Titalac antacid tablets give quick, long-lasting relief because they titrate like milk. KK69391. SEE Schenley Laboratories, inc.

To boost your RX business in '52, Schenley representatives will be calling on physicians. KK72044. SEE Schenley Laboratories, inc.

To brighten the patient's outlook during emotional storms, Schenley Euphased. KK72050. SEE Schenley Laboratories, inc.

To Dec. 1, Schenley has rung the bell 10,092,531 times. 4 Schenley specialties ... Titalac, Rutaminal, Sedamyl, Vascutum. KK69396. SEE Schenley Laboratories, inc.

The universal disease of our times, anxiety, responds to Sedamyl. KK72871. SEE Schenley Laboratories, inc.

KLEMTNER, PAUL H.

Cholmin for nutritional prophylaxis of diseases associated with impaired fat metabolism. KK73207. SEE Vitarine Company, inc.

Neostigmine methylsulfate vitarine a dependable and versatile drug. KK73206. SEE Vitarine Company, inc.

Fabensal safer and more effective salicylate therapy with paba. KK73210. SEE Vitarine Company, inc.

Plus potency, plus activity, plus value, with Superbee Plus vitamin B complex factors with vitamin B-12. KK73208. SEE Vitarine Company, inc.

Speedy response in the anemias with Rhoplex liver - B complex & vitamin B-12. KK73211. SEE Vitarine Company, inc.

KNICKERBOCKER CASE COMPANY ©.

My Pal, the delightful sales companion you have always wanted. (Carrying cases, luggage) Pamphlet. Appl. author: Harry Hamilton Labadie. © 28Dec51 (in notice: 1952); KK69101.

KNICKERBOCKER MILLS COMPANY ©.

Mr. Knickerbocker on Curry powder. (Herb mixture) Folder. Appl. author: Frank Joseph Lieberman. © 18Feb52; KK70777.

KNICKERBOCKER TEXTILE CORPORATION ©.

This garment guaranteed unconditionally washable. Lava lino by Knickerbocker, KTC. Label. Appl. author: Abbott Kimball Co., inc. © 6Dec51; KK69094.

KNOTTY PINE FOOD PRODUCTS.

Original Knotty Pine burnt sugar syrup. Label. © Bruce Perkins Davis and Milferne Davis, d.b.a. Knotty Pine Food Products; 13Dec51; KK69775.

KOCH, FREDERICK A. ©.

Koch's Directionaire. Time-tested best methods of preparing and cooking Koch's old fashioned sausages and smoked meat products. Folder. (11 p.) © 20Feb52; KK71089.

KOHLER, ALBERT A.

The dangers of dark glasses. KK74753. SEE Soft-Lite Lens Company, inc.

The facts of lite. KK72910 ... SEE Soft-Lite Lens Company, inc.

Prescription protection in the summer sun. KK74754 ... SEE Soft-Lite Lens Company, inc.

Rules on eye care in the summer sun. KK74755. SEE Soft-Lite Lens Company, inc.

Send the whole child to school in September. KK72912. SEE Soft-Lite Lens Company, inc.

KOHS, LETER H.

For Father's Day, go fishing with dad. KK69441. SEE John-Raider Associates, inc.
Take dad fishing for Father's Day. KK69276. SEE John-Raider Associates, inc.

KOLKER, Joseph, William Finkelstein, and Joseph Finkelstein, a partnership comprising Philadelphia Brief Case Company. SEE Philadelphia Brief Case Company.

KOLKER, Leonard, William Finkelstein and Joseph Finkelstein, comprising the partnership, Philadelphia Brief Case Company. SEE Philadelphia Brief Case Company.

KONHEIM, MORRIS.

This convertible goes anywhere. KK74207. SEE Manhattan Shirt Company.

KONHEIM, NORRIS.

Checkmates. It's your move to the latest in fashionable cotton sport-shirts. KK72968. SEE Manhattan Shirt Company.

KOODIN, E. M.

The air freshener that beautifies. Elko Deollets. Freshens unpleasant air. KK69572. SEE Elko Products.

KOON, HOMER E. ©.

Stinky. (Child's training stool) Sheet. © 15Feb52; KK74810.

KOPPERS COMPANY, INC. ©.

Ar-Moored mine ties for high-capacity track. (Railroad ties) 8 p. Appl. author: Batten, Barton, Durstine & Osborn. © 18Jan52; KK69778.

KOPPERS COMPANY, INC. CHEMICAL DIVISION ©.

Longer life for transformer oils with DBPC. Why inhibited oil? DBPC, effective antioxidant for transformer insulating oils. Folder. Appl. author: Heeter Lithographing Co. © 28Dec51; KK69410.

KORFUND COMPANY, INC.

For efficient, economical vibration control, Korfund Elasto-Rib. (Vibration isolators) Folder. Appl. author: Walter Lewis Funnell. © The Korfund Co., inc.; 1Apr52; KK73400.

KORSMEYER, ETHEL M. T.

The transmitter. KK72211. SEE Korsmeyer Company.

KORSMEYER COMPANY.

The transmitter: wiring supplies, tools, hardware, lighting fixtures, appliances. Catalog no. TS52. 222 p. Appl. author: Ethel M. T. Korsmeyer. © The Korsmeyer Co.; 7Apr52; KK72211.

KOTA-METERS, INC. ©.

Surface comparator portable for point of production examination of surface finishes to determine surface roughness 1 to 100 microinches RMS. Kota-Meter. Folder. Appl. author: Philip T. Miner. © 24Mar52; KK72972.

KOWALL, ALFRED A.

Double-Kay painters original fast patching materials, a professional product for all flat finishes, self-sealing. KK69512. SEE Kirwin, Edward A.

To the user. Double-Kay painters original. KK70769. SEE Kirwin, Edward A.

KOWALL, ALFRED E.

To the user: Double-Kay fast patching material ... KK69505. SEE Kirwin, Edward A.

To the user. Double-Kay painters original. KK70769. SEE Kirwin, Edward A.

KRAEUTER AND COMPANY, INC. ©.

Krauter fine tools. Catalog no. 21. (Mechanics' hand tools) 15 p. Appl. author: Wm. H. Hall. © 15Jan52; KK70714.

KRAUSE, TESSIE M.

Are you right on time? KK68894 ... SEE Hamilton Watch Company.

Be happy, go Lucky. Here's why Luckies taste better. Lucky Strike cigarettes. KK69559. SEE American Tobacco Company.

Beneath the tree, in stockings, too, this carton's bright and gay. Lucky Strike. KK69561. SEE American Tobacco Company.

Community, for keeps. Brides, for keeps, you'll cherish distinguished Community silverware. KK68884. SEE Oneida, Ltd.

Community, for keeps. Lucky, lucky you ... the finest silverplate. KK69313. SEE Oneida, Ltd.

Community, for keeps. So beautiful, so wanted, four Community patterns for a lifetime of happy living. KK68885. SEE Oneida, Ltd.

Community, for keeps. Wonderful, wonderful Community silverware. KK69312. SEE Oneida, Ltd.

KRAUSE, TESSIE M. Cont'd.

Enchanting reminders of the hours.
Hamilton, America's fine watch.
KK68900. SEE Hamilton Watch Company.

The finest-tasting whisky in the world. KK72606. SEE Schenley Distributors, inc.

If you've tasted today's Schenley you know it's the best-tasting whiskey in ages. KK72288. SEE Schenley Distributors, inc.

The international whisky, enjoyed in 62 countries of the world, Sir John Schenley. KK68904. SEE Schenley Distributors, inc.

Leading the fashion trend in time. Hamilton, America's fine watch. KK68886. SEE Hamilton Watch Company.

Make it a happy-go-Lucky Christmas. KK68891 ... SEE American Tobacco Company.

Message in a bottle. No need to grope for words to thank your week-end host. KK69565. SEE Schenley Distributors, inc.

Nature's unhurried goodness + Schenley's unmatched skill = the best-tasting whiskey in ages. KK72289. SEE Schenley Distributors, inc.

Schenley makes every drink taste better. KK69314. SEE Schenley Distributors, inc.

Since Christmas shopping days are here ... Lucky Strike. KK68907. SEE American Tobacco Company.

Some folks give gifts ... Luckies taste better, so be happy, go Lucky. KK68905. SEE American Tobacco Company.

Someone you love is hoping for a Hamilton. KK68887 ... SEE Hamilton Watch Company.

Subtle flattery for all time. Hamilton, America's fine watch. KK68899. SEE Hamilton Watch Company.

To Jim, for holding my hand tight the day we were married. America's fine watch, Hamilton. KK68901. SEE Hamilton Watch Company.

An unusual gift. If someone gives you Old Schenley this Christmas ... KK68903. SEE Schenley Distributors, inc.

We're all giving and serving Schenley, why don't you? KK68902. SEE Schenley Distributors, inc.

Years of experience plus Schenley skill equal the best-tasting whiskeys in ages. Schenley. KK69564. SEE Schenley Distributors, inc.

KRAWITZ, LOUIS E. ©.

Best news yet, for sufferers from pains of arthritis ... Adalex ointment. Adv. © 10Feb52; KK70223.

KREISS, SIDNEY J. ©.

Luvible nylons. (Ladies' hosiery) Label. © 5May52; KK74214.

KREISS (SIDNEY J.) INC. ©.

Designer tones. (Ladies' hosiery) Label. Appl. author: Sidney J. Kreiss. © 6Mar52; KK71795.

KREMER, GEORGE, Jr.

How to apply Roux lash & brow tint. KK68920. SEE Roux Distributing Company, inc.

How to apply Roux oil bleach. KK68921. SEE Roux Distributing Company, inc.

How to apply Roux rinse. KK69270. SEE Roux Distributing Company, inc.

KRESS (S. H.) AND COMPANY ©.

Parade of Easter values. (Variety store merchandise) 15 p. © 26Mar52; KK72897.

KRICH-NEW JERSEY, INC. ©.

Win a Bendix washer when you buy RCA Victor TV. One out of every 10 entries must win. (Television) Adv. from Daily home news, New Brunswick, N. J., Apr. 30, 1952, p. 23. © 30Apr52; KK74220.

KRUFNICK AND ASSOCIATES, INC.

Now First antiseptic liquid detergent used with the Economizer. KK70882. SEE Platt and Smillie Chemicals, inc.

KUDNER AGENCY, INC.

Established by E. H. Taylor Jr. & Sons. The sign of a good whiskey. KK69870. SEE Old Taylor Distillery Company.

KUFF AND FELDSTEIN ADVERTISING AGENCY.

Greenebaum's new diamond shipment. KK70255. SEE Greenebaum (M.) and Sons.

KULWIN, Seymour, d.b.a. Jeffrey-Allan Industries.

SEE Jeffrey-Allan Industries.

KURTZ, HARRY D.

Flywheel magneto replacement market. KK70482. SEE Jack and Heintz, inc. Generators & alternators for aircraft, guided missiles, tanks & ground power. KK72673. SEE Jack and Heintz, inc.

Jack & Heintz technical bulletin. Completely integrated electrical control systems for generators and alternators designed for aircraft and ground use. KK69329. SEE Jack and Heintz, inc.

KWIKSET LOCKS, INC. ©.

Kwikset mortiser, made of chrome molybdenum steel. Sheet. Appl. author: Audience Tested Advertising, inc. © 1Apr51; KK74254.

Win an RCA Victor TV set. One out of every 25 entries must win! (Television) Adv. from Elizabeth daily journal, Apr. 30, 1952, p. 28. © 30Apr52; KK74219.

L**L. K. R. CHEMICAL PRODUCTS CORPORATION ©.**

Stop costly rust, rot, deterioration, with formula L. K. R. L. K. R. is a waterproofing and rust preventive chemical. (Paint) Adv. from Institutions magazine, Dec. 1950. Appl. author: Rex Bell Arbee Agency, inc. © 5Dec50 (in notice: 1949); KK70364.

LAADT, JEROME.

A masterpiece in simplified accounting for any size or type of business or profession. KK71674. SEE Commonwealth Publishing Company. Refund money guarantee order blank. KK71675. SEE Commonwealth Publishing Company.

LABADIE, HARRY HAMILTON.

My Pal, the delightful sales companion you have always wanted. KK69101. SEE Knickerbocker Case Company.

LACHER, FRANCES RUTLAND.

Be sure fingered. KK70388. SEE Lorr Laboratories.

Life's full of surprises to the mother of a Fuss 'n Boots family. KK72815. SEE Coast Fisheries Division of the Quaker Oats Company.

My, but you're playful. KK70386.

SEE Quaker Oats Company. Coast Fisheries Division.

She's a proud mother. KK70387. SEE Quaker Oats Company. Coast Fisheries Division.

This mother can frolic in carefree contentment ... KK72816. SEE Coast Fisheries Division of the Quaker Oats Company.

You like fun, you love taking chances, but not in your grooming. KK73026. SEE Lorr Laboratories.

LACHOW, LOUIS M.

Food-A-Lines. KK73625. SEE Loren-Sylvan-Darryl Advertising.

LACO PRODUCTS, INC. ©.

100 o/o pure castile shampoo keeps your hair lustrous and safe from detergent dryness. Laco shampoo. Adv. from True story, July 1952, p. 121. Appl. author: VanSant, Dugdale & Co., inc. © 10Jun52; KK74134.

LACY, CHARLES WOOLSEY.

For sale. Town and County Realty Co. KK74712. SEE Town and County Realty Company.

LA GASSE, DAVID ©.

National Match-Me club, customer profit-sharing plan. (Sales promotion) Sheet. © 12May52; KK74099.

LAMB AND KEEN, INC.

Ritter's 2 catsups are the makings of rave-dishes. KK69781. SEE Ritter (P. J.) Company.

LAMBERT PHARMACAL COMPANY ©.

Oral hygiene by Listerine antiseptic. What it is. Why important. 15 p. © 26Dec51; KK69524.

LAMINATED SHIM COMPANY, INC. ©.

Service in stampings. c12 p. Appl. author: Richard Seipt. © 13Sep51; KK69757.

LAND O'LAKES CREAMERIES, INC. ©.

From the rich Land O'Lakes, America's finest butter. Land O'Lakes nonfat dry milk solids. Sheet. Appl. author: Campbell-Mithun, inc. © 25Nov51; KK70280.

From the rich Land O'Lakes America's finest butter, fresher when you taste it 'cause it's fresher when it's churned. Sheet. Appl. author: Campbell-Mithun, inc. © 25Nov51; KK72903.

LANDAU, JACK ©.

Jack Landau's advertising service for jewelers. Sales promotion. (Newspaper mats) 6 sheets. © 23May51; KK70398.

LANDERS, FRARY AND CLARK ©.

Iron sales are automatic with Universal Stroke-Sav-R. Cuts ironing time almost in half. Adv. from Retailing daily, Nov. 15, 1951, p. 36. Appl. author: Gould and Tierney, inc. © 15Nov51; KK72424.

New cleaning discovery. Universal Jet 99 new super-type vacuum cleaner. Empties in 2 seconds; easier than any other cleaner. Adv. from Good housekeeping, Apr. 1952, p. 181. Appl. author: Gould and Tierney, inc. © 20Mar52; KK72654.

Universal Jet 99. New cleaning discovery with jet power. Gets more dirt, empties in 2 seconds, easier than any other cleaner. (Vacuum cleaner) Adv. from Life, Mar. 3, 1952, p. 48-49. Appl. author: Gould and Tierney, inc. © 29Feb52; KK71779.

LANE COMPANY.

Any storage problems? Each can be solved with a Lane cedar chest. Adv. from Better homes & gardens, Mar. 1952, p. 24. Appl. author: Young & Rubicam, inc. © The Lane Co.; 22Feb52; KK73762.

Choose your favorite, then start hinting! A Lane cedar chest will help you plan a lovelier home! Adv. from Seventeen, Nov. 1951, p. 21. Appl. author: Young & Rubicam, inc. © The Lane Co.; 1Nov51; KK70419.

The Christmas gift that gathers more gifts, a Lane cedar chest. Adv. from Seventeen, Oct. 1951, p. 14. Appl. author: Young & Rubicam, inc. © The Lane Co.; 1Oct51; KK69060.

Miss America says: Every girl needs a cedar chest to guard her precious things. Adv. from Life, Feb. 25, 1952. Appl. author: Young & Rubicam, inc. © The Lane Co.; 22Feb52; KK73763.

Need more storage space? See how much you can keep in a Lane cedar chest. Adv. from Better homes & gardens, Oct. 1951, p. 20. Appl. author: Young & Rubicam, inc. © The Lane Co.; 26Sep51; KK69061.

This Christmas, give her the gift that gathers more gifts: a Lane cedar chest. Adv. from Look, Oct. 23, 1951. Appl. author: Young & Rubicam, inc. © The Lane Co.; 9Oct51; KK72526.

The Valentine gift that gathers more gifts! (Cedar chests) Adv. from Seventeen, Jan. 1952, p. 3 of cover. Appl. author: Young & Rubicam, inc. © The Lane Co., inc.; 31Dec51; KK74528.

When your heart says "something sentimental" and your head says "something sensible", give her a Lane cedar chest for Christmas. Adv. from Look, Dec. 4, 1951. Appl. author: Young & Rubicam, inc. © The Lane Co.; 20Nov51; KK70513.

LANGE, SAMUEL ©.

How to use the Multi-Baton. (Twirling baton) Sheet. © 26May52; KK73932.

LANGERT, MOREY.

Beautiful, distinctive, personal ranch brand jewelry. KK74172. SEE Twin Jewelers.

LANTZ MANUFACTURING COMPANY, INC. ©.

Faster, cleaner moldboard plowing with the Lantz Kutter Kolter. Saves time, manpower, money. Helps fight corn borer. (Coulters, plow attachments) Folder. Appl. author: The Cramer-Krasselt Co. © 20Mar52; KK71812.

LANZNER, JOSEPH ©.

Thrift certificate. First Federal Savings & Loan Association of Memphis. Five tube Emerson radio. Sheet. © 21Jan52; KK70264.

LA PLAYA PRODUCTS, INC. ©.

Florence Morris olive oil base shampoo. At last, a pure shampoo prepared for permanently waved, tinted and bleached hair. Label. © 4Feb52; KK70812.

LARKIN, FRANK H. ©.

Meet Mr. Therm. Therm is a vitally important word for everyone who buys fuel. Folder. © 24Jan52; KK73734.

LARSEN COMPANY.

Toy Town sweet peas. Toytown peas are already cooked. Net weight 1 lb. (Horse and wagon design) Label. Appl. author: Lou Bonhajo. © The Larsen Co.; 11Nov40; KK70272.

LARSON, MILTON H.

AFD quality dinette and kitchen furniture. KK74245. SEE American Fixtures and Manufacturing Company.

Beau monde studio manikins. KK70164. SEE American Fixture and Manufacturing Company.

Display makes them look, makes them buy, makes you profits. KK71498. SEE American Fixture and Manufacturing Company.

It's new ... it's versatile for displaying men's wear. KK70166. SEE American Fixture and Manufacturing Company.

Korrek-way displays. KK71505. SEE American Fixture and Manufacturing Company.

New millinery display heads. KK70163. SEE American Fixture and Manufacturing Company.

LASALLE'S ©.

Lasalle's has TNT, top names in Toledo. Jana, Schiaparelli, Willett ... (Department store merchandise) Adv. from the Toledo times, Nov. 1, 1951, p. 3. © 1Nov51; KK68870.

LASHER, CHARLES W.

Service Dept. sales prize board. KK69784. SEE Art Color Press.

LATHAM (E. B.) AND COMPANY ©.

Thor washers. Beware! Buy only from your authorized Thor dealer. (Washing machines) Adv. from New York post, p. 69. Appl. author: Frank N. Kautzmann, jr. © 9Apr52; KK74896.

LAU, TZE KEI ©.

The Chinese dragon. Instruction. (Game) Sheets. © 26Feb52; KK71844.

LAURANCE PRESS COMPANY.

Fixed paper dielectric capacitors. KK71515. SEE Electrical Utilities Company.

LAVERNE PRINTING COMPANY.

United States Marines. Laverne Printing Company Stratline Pack. (Stationery) Portfolio. © J. Earl Rittermal, owner, Laverne Printing Co.; 1Oct51; KK69019.

LAWRENCE, DOROTHY H.

Easier new piecrust with golden flake goodness. KK71374. SEE Wesson Oil and Snowdrift Company, inc.

LAXER, ROSE ©.

Laxer's drain-pipe cleaner. Label. © 16Jan51; KK70784.

LAYNE, BILL.

Every day for every job it's M-M. KK70598. SEE Dow (Louis F.) Company.

LEACOCK & COMPANY, INC. ©.

Cocktail set. Eight cocktail napkins hand printed on pure Irish linen. Label. Appl. author: Wilmot J. Robinson. © 21Feb52; KK73212.

LEBOW, VICTOR.

I'm a Pixie Slipper Sox, wear like shoes, wash like any socks ... KK74065. SEE Hosiery Guild, inc.

LEDER, FREDERICK H.

Rex XL automatic water heater. KK68747. SEE Cleveland Heater Company.

LEDERER INDUSTRIES, INC.

Kinney's shoes. Paper mask. Appl. author: Robert L. Weil. © The Lederer Industries, inc.; 28Dec51; KK70379.

Know your states of the U. S. A. and you know you get the best when you make it Middletown cream-rich milk. Card. Appl. author: Robert L. Weil. © The Lederer Industries, inc.; 28Dec51; KK70381.

Know your U. S. and know us.

Educator shoes "train footsteps". Card. Appl. author: Robert L. Weil. © The Lederer Industries, inc.; 28Dec51; KK70380.

LEE (H. D.) COMPANY.

Chetopa Twill, a new, different, exclusive fabric in Lee matched shirts and pants. Outwears ordinary twills, keep that brand-new look. Adv. from Popular detective, July 1952, p. 5. Appl. author: John H. Jackson, jr. © The H. D. Lee Co., inc.; 1May52; KK74024.

First choice of America's men and of their ladies, too. Lee work clothes. Adv. from Front page detective & Inside detective, Mar. 1952, p. 22. Appl. author: John H. Jackson, jr. © 1Mar52; KK73190.

First choice of America's men and of their ladies, too. Lee work clothes. Adv. from Life, Feb. 11, 1952, p. 46. Appl. author: John H. Jackson, jr. © 11Feb52; KK73191.

For vacation action, Lee Riders ... (Cowboy pants) Adv. from Boy's life, June 1952, p. 52. Appl. author: John H. Jackson, jr. © The H. D. Lee Co., jr.; 25May52; KK74358.

For vacation action, Lee riders genuine western cowboy pants. Lee, world's largest manufacturer of union-made work clothes. Adv. from National 4-H news, May 1952, p. 43. Appl. author: John H. Jackson, jr. © 1May52; KK73858.

Guarantee: Lee work clothes must look better, fit better and wear longer than any you have ever worn. Adv. from the Progressive farmer, June 1952, p. 39. Appl. author: John H. Jackson, jr. © The H. D. Lee Co., inc.; 15May52; KK74028.

In work clothes one name towers above all others for rugged wear and good looks. Adv. from Railway carmen's journal, Mar. 1952, p. 3 of cover. Appl. author: John H. Jackson, jr. © The H. D. Lee Co., inc. 1Mar52; KK73677.

In work clothes one name towers above all others for rugged wear and good looks. Adv. from Life magazine, Jan. 14, 1952, p. 4. Appl. author: John H. Jackson, jr. © 14Jan52; KK73189.

In work clothes one name towers above all others for rugged wear and good looks - Lee. Adv. from the Progressive farmer, Feb. 1952, p. 70. Appl. author: John H. Jackson, jr. © 1Feb52; KK73192.

Lee announces Chetopa twill, a new, different, exclusive fabric in Lee matched shirts and pants. Outwears ordinary twills; keeps that brand-new look. Adv. from Farm journal, May 1952, p. 98. Appl. author: John H. Jackson, jr. © The H. D. Lee Co., inc.; 14Apr52; KK73464.

Lee announces Chetopa twill, a new, different, exclusive fabric in Lee matched shirts and pants. Outwears ordinary twills, keeps that brand-new look. Adv. from Life, May 5, 1952, p. 173. Appl. author: John H. Jackson, jr. © The H. D. Lee Co.; 2May52; KK73399.

LEE (H. D.) COMPANY. Cont'd.

Lee riders, authentic western cowboy pants and jackets. Adv. from Life, Mar. 24, 1952, p. 68. Appl. author: John H. Jackson, jr. © 24Mar52; KK73188.

Out for vacation, Lee riders, authentic western cowboy pants for men, women, boys and girls. Adv. from Life, May 12, 1952, p. 144. Appl. author: John H. Jackson, jr. © 9May52; KK73874.

Quality you can see plus hidden quality in Lee overalls. Adv. from the Progressive Farmer, Mar. 1952, p. 73. Appl. author: John H. Jackson, jr. © 1Mar52; KK73187.

Right for railroading. Lee work clothes for longer wear, better fit, better looks. Adv. from Railway Carmen's Journal, May 1952, p. 4 of cover. Appl. author: John H. Jackson, jr. © 1May52; KK73881.

Rodeo, thrilling sport and entertainment. Lee. (Cowboy pants) Adv. from Inside Detective & Front page Detective, July 1952, p. 14. Appl. author: John H. Jackson, jr. © The H. D. Lee Co.; 1Jul52; KK74767.

Rodeo thrilling sport and entertainment. Lee Riders. (Cowboy pants) Adv. from Life magazine, May 26, 1952, p. 64. Appl. author: John H. Jackson, jr. © The H. D. Lee Co., inc.; 23May52; KK74026.

LEE, LOYCE MIZELL ©.

Hickory burgerstick. (Wooden devices for flavoring and tenderizing meats) Label. © 18Dec51; KK69701.

LEE, Sonia. SEE Weingarten, Esther Turner.

LEE, VIRGINIA ©.

Herb laxative aids to relieve temporary and occasional constipation. Label. © 1May52; KK73324.

LEE RUBBER AND TIRE CORPORATION ©.

A costly pinch, unless you have a Lee road hazard guaranty. Lee tires. Adv. from Life, Feb. 11, 1952, p. 94. Appl. author: Benjamin Eshleman Co. © 11Feb52; KK70235.

Double whammy, but no loss to the holder of a Lee road hazard guaranty. (Tires) Adv. from Life, Apr. 7, 1952, p. 167. Appl. author: Benjamin Eshleman Co. © 7Apr52; KK72300.

Got cat's-eyes? If not, you need the Lee road hazard guaranty. Lee tires. Adv. from Life. Appl. author: Benjamin Eshleman Co. © 10Mar52; KK71340.

Lee 5-Rib Highway road-rated for all 'round trucking service. (Tires) Adv. from Commercial car journal, Mar. 1952, p. 213. Appl. author: Benjamin Eshleman Co. © 1Mar52; KK71341.

New Lee 5-rib Highway, road-rated for all 'round trucking service. Lee tires. Adv. from Commercial car journal, Feb. 1952, p. 42-43. Appl. author: Benjamin Eshleman Co. © 5Feb52; KK70234.

New, the Lee 5-rib Highway - road rated for all 'round trucking service. (Tires) Adv. from Commercial car journal, May 1952, p. 30. Appl. author: Benjamin Eshleman Co. © 1May52; KK73210.

Spiked, clawed, gnawed, but no loss to the holder of a Lee road hazard guaranty. (Tires) Adv. from Life, May 5, 1952, p. 66. Appl. author: Benjamin Eshleman Co. © 5May52; KK73409.

LEEMING (THOMAS) AND COMPANY ©.

If Peter Pain knots you up with muscles aches. Quick! Rub in Ben-Gay, the original baume analgésique. (Medicinal ointment for topical application) Adv. from Country gentleman, Oct. 1951, p. 131. © 26Sep51; KK70139.

If Peter Pain shoots you full of head cold, for fast relief, rub in Ben-Gay. (Medical ointment for topical application) Adv. from Parade, Nov. 18, 1951, p. 18. © 17Nov51 (in notice: 1949); KK71688.

Peter Pain cops "the law". Ben-Gay fast relief from aches and pains. (Medicinal ointment for topical application) Adv. from Fack, the comic weekly, Jan. 6, 1952, p. 4, section 2. © 5Jan52; KK70347.

LEFTON (AL PAUL) COMPANY, INC.

Always underfoot, always welcome. KK71249. SEE American Bilrite Rubber Company.

Convert waste wood chips into blue chips with an Allboard mill. KK72818. SEE Blaw Knox Company.

Light as a feather, tougher than leather. KK71251. SEE American Bilrite Rubber Company.

No other flooring compares to Amptico. KK71248. SEE American Bilrite Rubber Company.

Starting off on the right foot. KK71250. SEE American Bilrite Rubber Company.

Why burn it when you can sell it? KK73396. SEE Blaw Knox Company.

LEGGE (WALTER G.) COMPANY, INC. ©.

Danger, proceed at your own risk. What's wrong with this picture? Want references? Legge system of safety floor maintenance. Adv. from Modern hospital, May 1951, p. 167. Appl. author: J. M. Kesslinger & Associates. © 1May51; KK68805.

Prevent static electricity explosions with Conducote coating. Saves the expense of new flooring. Adv. from Hospitals, Nov. 1951, p. 21. Appl. author: J. M. Kesslinger & Associates. © 1Nov51; KK72248.

LEGION ICE CREAM COMPANY ©.

Double bar chocolate covered ice cream. Legion. Poster. Appl. author: Harold A. Barkun. © 9Feb5; KK72795.

LEHN AND FINK PRODUCTS CORPORATION ©.

A handbook on infantile paralysis. Condensed from an article in Good housekeeping as compiled by Maxine Davis. Lysol. (Disinfectant) 13 p. © 15Apr52; KK73537.

LEHRHAUPT, HARDY.

Chloratest. Test kit for urine-salt. KK71716. SEE Chloratest Laboratory, inc.

LEIN, HARRY.

Instruction book for the installation, operation and maintenance of the automatic fire extinguishing system for enclosed, small, industrial hazards of the flammable liquid type. KK70542. SEE Kidde (Walter) and Company, inc.

LEITCH, MYRTLE I. and William D.

Leitch, d.b.a. Sten-O-Record Division. Stenotype Commercial College. SEE Stenotype Commercial College. Sten-O-Record Division.

LEITCH, William D. and Myrtle I.

Leitch, d.b.a. Sten-O-Record Division. Stenotype Commercial College. SEE Stenotype Commercial College. Sten-O-Record Division.

LELAND, HUBERT E. ©.

We've come back home, written in the interest of Ford owners everywhere. Kennedy & Strickland, Ford sales, service. (Automobiles) Adv. © 18Nov51; KK69280.

LENTHERIC, INC. ©.

A long awaited new idea, toilet essence. Tweed. Adv. from Good housekeeping, Oct. 1950, p. 173. Appl. author: Dowd, Redfield & Johnstone. © 20Sep50; KK70448.

Look as young as you say you are. Lenthéric has created Sheer Beauty foundation. (Cosmetics) Adv. from the New Yorker, Feb. 9, 1952, p. 13. Appl. author: Cunningham & Walsh. © 7Feb52; KK70224.

Look as young as you say you are. New youth factor in makeup. Sheer Beauty. Adv. from New Yorker, Mar. 15, 1952, p. 47. Appl. author: Cunningham & Walsh, inc. © 13Mar52; KK71455.

Look as young as you say you are. New youth tints in rouge. Sheer Beauty. (Cosmetics) Adv. from the New Yorker, Apr. 5, 1952, p. 103. Appl. author: Cunningham & Walsh, inc. © 3Apr52; KK72130.

LENZ, EARL CHARLES.

Technical service bulletin. KK72861 ... SEE Paisley Products, inc.

LEON (ALFRED) INC.

Handmade originals for Adora-belles 'n Beaus. (Infants apparel) Adv. from Harper's bazaar, Jan. 1952, p. 151. Appl. author: Marvin Sherres, inc. © Alfred Leon, inc. (in notice: Alfred Leon); 2Jan52; KK74565.

LERNER, VICTOR.

Additional thousands have already been paid out this year. KK70276. SEE Lerner Brothers Manufacturing Company, inc.

LERNER BROTHERS MANUFACTURING COMPANY, INC.

Additional thousands have already been paid out this year. Will you be next? Shoot 300 for 300 dollars. King Louie bowling shirts score every time. Adv. from the Sporting goods dealer, Jan. 1952, p. 84. Appl. author: Victor Lerner. © 2Jan52; KK70276.

LE VATHES, CHRISTINE.

Dinner-for-two date with your mate. KK70878. SEE Gorham Company.

For every Christmas Eve, there's a Gorham sterling dream. KK69799. SEE Gorham Company.

For every new spring style of hairdo there's a Gorham sterling pattern cue! KK73543. SEE Gorham Company.

In every hue of Maytime color-magic there's a cue to Gorham Sterling pattern-magic. KK73739. SEE Gorham Company.

There's a new hat-love for you for '52. KK70877. SEE Gorham Company.

To love and cherish ever after! You can start now to use and enjoy, every day, the lasting beauty of Gorham sterling. KK73544. SEE Gorham Company.

You've waited long enough for spring and your Gorham sterling. KK73615. SEE Gorham Company.

LEVE, JEROME B.

Tyn-E-Tot weaning cup. KK71140. SEE Weaning Cup Corporation.

LEVEY, ROBERT K.

Bulletin no. 8746. KK69985. SEE Mueller Company.

LEVINSON, MAX.

Drug stores coupon worth 30¢ ...
KK72738. SEE Newburgh Tissue
Company.

Food stores coupon worth 30¢ ...
KK72737. SEE Newburgh Tissue
Company.

LEVITT AND SONS ©.

The most perfectly planned community
in America. Levittown, Pennsylvania.
A word about down payments. The
Levittowner. The Country Clubber.
The Budgeteer. (Homes) Pamphlet.
© 3Dec51; KK68809.

LEVOLOR LORENTZEN, INC. ©.

Give magic to your windows with
venetians identified by a Levolor
tag. (Venetian blind component)
Adv. from Better homes and gardens,
Nov. 1951, p. 279. Appl. author:
Warren A. Bruce. © 25Oct51;
KK71277.

Harmony all ways, anywhere venetians
made with Levolor perfection. Adv.
from Sunset, May 1951, p. 62.
© 25Apr51; KK74129.

You simply can't go wrong with ven-
etians identified by the Levolor
tag. (Venetian blinds) Adv. from
Better homes and gardens, Oct.
1951, p. 39. Appl. author: Warren
A. Bruce. © 25Sep51; KK70947.

LEVY, JACK.

Potato basket and noodle nest.
KK69590. SEE Bonley Products
Company.

LE WALD, CURTIS C.

Only at Olin's, new, sensational 4
Square used cars. KK72066. SEE
Olin's Used Cars, inc.

LEWIS, ARNOLD L., d.b.a. Regent
Products. SEE Regent Products.LEWIS, E. W. and W. B. Lewis, d.b.a.
Lewis Crab Factory. SEE Lewis Crab
Factory.

LEWIS, PHIL A. ©.

Watch repair promotion service set.
12 Posters. © 8Apr52; KK74123.

LEWIS, ROSEMARIE.

New discoveries by Lewis. Skin itch
relieved in 5 seconds. Lanacane
skin ointment. KK69340. SEE
Vogarell Products Company.

New discoveries, by Lewis. Skin itch
relieved in 5 seconds or money back
with new miracle Lanacane skin oint-
ment. 12 scientific ingredients ...
KK68806. SEE Vogarell Products
Company.

LEWIS, TILLIE.

New scientific discovery makes food
deliciously sweet without the fat-
tening calories of added sugar.
KK73854. SEE Flotill Products, inc.

New Tasti-Diet low calorie dietetic
foods. KK73855. SEE Flotill
Products, inc.

LEWIS, W. B. and E. W. Lewis, d.b.a.
Lewis Crab Factory. SEE Lewis Crab
Factory.

LEWIS CRAB FACTORY.

Flavor of the sea frozen fresh shrimp.
Net weight five pounds. Label.
© Lewis Crab Factory, W. B. Lewis
& E. W. Lewis, owners; 27Jan52;
KK70278.

LEWIS-HOWE COMPANY ©.

How big chart. Buy your family's
health needs from your friendly
druggist. (Laxative, carminative-
anatacid) Sheet. © 25Mar52;
KK72902.

LEWYT CORPORATION ©.

Important, Lewyt vacuum cleaner.
Buy your Lewyt from an authorized
Lewyt dealer. Adv. from New York
herald tribune, Dec. 16, 1951,
p. 5. Appl. author: Hicks &
Greist, inc. © 16Dec51; KK68982.

It's quiet; it's powerful. No dust bag
to empty. New 1952 Lewyt, world's
most modern vacuum cleaner. Adv.
from Better homes and gardens, May
1952, p. 7. Appl. author: Hicks &
Greist, inc. © 25Apr52; KK73074.

It's quiet; it's powerful; no dust
bag to empty. The brand new 1952
Lewyt, world's most modern vacuum
cleaner. Adv. from Life, Apr. 14,
1952, p. 15. Appl. author: Hicks
& Greist, inc. © 11Apr52; KK73062.

It's quiet; listen, no roar. It's
powerful; feel that suction. No
dust bag to empty. Lewyt, world's
most modern vacuum cleaner. Adv.
from the American home, June 1952,
p. 7. Appl. author: Hicks & Greist,
inc. © 25May52; KK74419.

It's quiet; listen, no roar. It's
powerful; feel that suction.
No dust bag to empty. New 1952
Lewyt, world's most modern vacuum
cleaner. Adv. from the Saturday
evening post, Mar. 1, 1952, p. 115.
Appl. author: Hicks & Greist, inc.
© 1Mar52; KK71965.

LEYSON, BURR W. ©.

Precision "sighting-in" correction
chart. 100 yard target. (Sporting
arms and ammunition) Sheet.
© 22Jan52; KK69991.

Remington flyspeck target. 50 feet,
smallbore. (Sporting arms and
ammunition) Sheet. © 19Mar52;
KK71522.

LIBBEY Glass Division of Owens-Illi-
nois Glass Company. SEE Owens-Ill-
inois Glass Company. Libbey Glass
Division.

LIBBY, MCNEILL AND LIBBY ©.

Libby's frozen cooked squash.
Net weight 1 lb. Label. © 23Jan52;
KK70027.

LICHER, FRANK.

Orders of masonry and associated or-
ganizations. York cross of honour,
Daughters of the Nile, Royal Order
of Jesters etc. KK69568. SEE
Balfour (L. G.) Company.

LIEBERMAN, FRANK JOSEPH.

Mr. Knickerbocker on Curry powder.
KK70777. SEE Knickerbocker Mills
Company.

LIEBMAN, MAX.

Mary loves _____; John loves _____.
KK73166. SEE Lowe (Joe) Corporation.

LIEBMAN BREWERIES, INC. ©.

Anne Hogan elected Miss Rheingold
1952. Step up and congratulate the
winner ... Rheingold extra dry la-
ger beer. Adv. from the New York
times magazine, Dec. 23, 1951, p.
36. Appl. author: Foote, Cone &
Belding. © 23Dec51; KK68793.

April forecast: More Rheingold extra
dry customers in your store than
ever before. (Beer) Adv. from
Connecticut beverage journal, Apr.
1952, p. 141. Appl. author: Foote,
Cone and Belding. © 1Apr52;
KK74095.

February forecast: More Rheingold
extra dry customers in your store
than ever before! Rheingold extra
dry lager beer. Adv. from
Beverage media, Metropolitan ed.,
Feb. 1952, p. 52. Appl. author:
Foote, Cone and Belding. © 1Feb52;
KK70436.

Have you heard about Rheingold's big
new television program, asks Anne
Hogan, Miss Rheingold 1952. (Beer)
Adv. from Beverage media, Mar.
1952, p. 68. Appl. author: Foote,
Cone and Belding. © 1Mar52;
KK71178.

Have you seen Rheingold's big new
television program, ask Anne Hogan,
Miss Rheingold 1952. Adv. from
Beverage media, metropolitan ed.,
June 1952, p. 64. Appl. author:
Foote, Cone and Belding. © 1Jun52;
KK74465.

Have you seen Rheingold's big new
television program, asks Anne
Hogan, Miss Rheingold 1952. Rhein-
gold extra dry lager beer. Adv.
from Beverage media, Apr. 1952,
p. 70. Appl. author: Foote, Cone
and Belding. © 1Apr52; KK72176.

Have you seen Rheingold's big new
television program? asks Anne
Hogan, Miss Rheingold 1952. Rhein-
gold extra dry lager beer. Adv.
from Beverage media, May 1952, p.
72. Appl. author: Foote, Cone and
Belding. © 1May52; KK73334.

Herbert Marshall brings you stories
of the unexpected ... presented by
Rheingold extra dry, New York City's
largest-selling beer ... Adv. from
Paterson morning call, Paterson,
N. J., Mar. 5, 1952, p. 30. Appl.
author: Foote, Cone and Belding.
© 5Mar52; KK71459.

Imitated, but never duplicated.
Rheingold extra dry. New York City's
original extra dry beer. (Winter
scene with skaters) Peter Breugel.
Adv. from the New York times, Jan.
28, 1952, p. 38C. Appl. author:
Foote, Cone & Belding. © 28Jan52;
KK70107.

In December more people than ever
before will ask you for Rheingold
extra dry beer. That's a promise
from ... Miss Rheingold 1951, Elise
Gammon. Price list. Adv. from
Beverage media, Dec. 1951, p. 96.
Appl. author: Foote, Cone & Belding.
© 1Dec51; KK68796.

January forecast: more Rheingold Ex-
tra Dry beer customers in your
store than ever before. As Miss
Rheingold 1952, pretty Anne Hogan
... Adv. from Beverage media, Jan.
1952, p. 36. Appl. author: Foote,
Cone & Belding. © 1Jan52; KK69315.

June forecast: More Rheingold extra
dry customers in your store than
ever before. (Beer) Adv. from
Connecticut beverage journal blue
book, June 1952, p. 133. Appl.
author: Foote, Cone and Belding.
© 1Jun52; KK74471.

May forecast: More Rheingold extra
dry customers in your store than
ever before. (Beer) Adv. from
Connecticut beverage journal, May
1952, p. 137. Appl. author: Foote,
Cone and Belding. © 1May52;
KK73556.

My beer is Rheingold, the dry beer,
says Adolphe Menjou. Adv. from
New York herald tribune, Mar. 24,
1952, p. 34. Appl. author: Foote,
Cone and Belding. © 24Mar52;
KK71857.

My beer is Rheingold, the dry beer,
says Adolphe Menjou. Adv. from
the New Yorker, May 24, 1952, p. 51.
Appl. author: Foote, Cone and
Belding. © 22May52; KK74470.

My beer is Rheingold, the dry beer,
says Andy Varipapa. Adv. from
the Evening sentinel, Mar. 3, 1952,
p. 12. Appl. author: Foote, Cone
and Belding. © 3Mar52; KK71352.

LIEBMAN BREWERIES, INC. ©. Cont'd.

My beer is Rheingold, the dry beer, says Anne Hogan. Adv. from New York post, Jan. 7, 1952, p. 19. Appl. author: Foote, Cone & Belding. © 7Jan52; KK69497.

My beer is Rheingold, the dry beer, says Anne Hogan. (Fire engine) Adv. from Grocer-Graphic, Jan. 15, 1952, p. 4. Appl. author: Foote, Cone & Belding. © 15Jan52; KK69750.

My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. Adv. from Beverage retailer weekly, Feb. 25, 1952, p. 3-4. Appl. author: Foote, Cone and Belding. © 22Feb52; KK70998.

My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. Adv. from Daily news, New York, Apr. 7, 1952, p. 41. Appl. author: Foote, Cone and Belding. © 7Apr52; KK72239.

My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. Adv. from Promenade, Apr. 1952, p. 4 of cover. Appl. author: Foote, Cone and Belding. © 1Apr52; KK74094.

My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. Adv. from Promenade magazine, Mar. 1952, p. 2 of cover. Appl. author: Foote, Cone and Belding. © 1Mar52; KK71318.

My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. Adv. from the New York times, June 2, 1952, p. 42. Appl. author: Foote, Cone and Belding. © 2Jun52; KK74464.

My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. Adv. from the New York times, Mar. 7, 1952, p. 44. Appl. author: Foote, Cone and Belding. © 7Mar52; KK71458.

My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. (Birdhouse candi cruise in color) Adv. from Grocer-graphic, May 6, 1952, p. 3-4. Appl. author: Foote, Cone and Belding. © 6May52; KK74469.

My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. All guests are welcome at my house ... Adv. from Daily news, New York, May 5, 1952, p. 43. Appl. author: Foote, Cone and Belding. © 5May52; KK73553.

My beer is Rheingold the dry beer, says Anne Hogan, Miss Rheingold 1952. Every day, every season, every year ... Adv. from Promenade, Feb. 1952, back cover. Appl. author: Foote, Cone and Belding. © 1Feb52; KK70434.

My beer is Rheingold the dry beer, says Anne Hogan, Miss Rheingold 1952. When you hear this bell ... Adv. from Daily mirror, Feb. 4, 1952, p. 11. Appl. author: Foote, Cone and Belding. © 4Feb52; KK70435.

My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. You can always rely on it. It's beer as beer should taste. Adv. from New York post, Apr. 27, 1952, comic section, p. 4 of cover. Appl. author: Foote, Cone and Belding. © 27Apr52; KK73335.

My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. You can always rely on it. It's beer as beer should taste. Adv. from Promenade, Jan. 1952, p. 2 of cover. Appl. author: Foote, Cone & Belding. © 1Jan52; KK69256.

My beer is Rheingold, the dry beer, says Arthur Kennedy. Adv. from the New York times, May 26, 1952, p. 42. Appl. author: Foote, Cone and Belding. © 26May52; KK74468.

My beer is Rheingold, the dry beer, says Bob Waterfield. Which football play do I like best? Rheingold extra dry lager beer. Adv. from the Morning call, Dec. 17, 1951, p. 7. Appl. author: Foote, Cone & Belding. © 17Dec51; KK68794.

My beer is Rheingold, the dry beer, says Charles Boyer. Adv. from Cue, Jan. 5, 1952, p. 3. Appl. author: Foote, Cone & Belding. © 4Jan52; KK69645.

My beer is Rheingold, the dry beer, says Diana Lynn. Adv. from Paterson evening news, Paterson, N. J., Feb. 18, 1952, p. 3. Appl. author: Foote, Cone and Belding. © 18Feb52; KK70731.

My beer is Rheingold, the dry beer, says Dorothy Kirsten. Adv. from Daily news, New York, Mar. 17, 1952, p. 9. Appl. author: Foote, Cone and Belding. © 17Mar52; KK71856.

My beer is Rheingold, the dry beer, says Dorothy McGuire. Adv. from the New Yorker, Mar. 29, 1952, p. 107. Appl. author: Foote, Cone, and Belding. © 27Mar52; KK71855.

My beer is Rheingold, the dry beer, says Dorothy McGuire. Want to know my secret for making good snapshots? Adv. from the Paterson morning call, Dec. 3, 1951, p. 7. Appl. author: Foote, Cone & Belding. © 3Dec51; KK69749.

My beer is Rheingold, the dry beer, says Ed Sullivan. Adv. from New York herald tribune, June 16, 1952, p. 28. Appl. author: Foote, Cone and Belding. © 16Jun52; KK74836.

My beer is Rheingold - the dry beer, says Gil McDougald. You can always rely on it, it's beer as beer should taste. Adv. from the New York times, May 12, 1952, p. 44. Appl. author: Foote, Cone and Belding. © 12May52; KK73819.

My beer is Rheingold, the dry beer, says Harry James. You can always rely on it. It's beer as beer should taste. Adv. from Daily mirror, New York, Apr. 28, 1952, p. 11. Appl. author: Foote, Cone and Belding. © 28Apr52; KK73333.

My beer is Rheingold, the dry beer, says James Mason. Rheingold extra dry lager beer. Adv. from New York times, Dec. 24, 1951, p. 26. Appl. author: Foote, Cone & Belding. © 24Dec51; KK68791.

My beer is Rheingold, the dry beer, says Joan Fontaine. Adv. from New York world-telegram and sun, June 10, 1952, p. 20. Appl. author: Foote, Cone & Belding. © 10Jun52; KK74779.

My beer is Rheingold, the dry beer, says Linda Darnell. Adv. from the New York times, May 19, 1952, p. 38. Appl. author: Foote, Cone and Belding. © 19May52; KK74463.

My beer is Rheingold, the dry beer, says Miriam Hopkins. You can always rely on it; it's beer as beer should taste. Adv. from the Daily home news, Mar. 31, 1952, p. 16. Appl. author: Foote, Cone and Belding. © 31Mar52; KK72700.

My beer is Rheingold, the dry beer, says Miss Rheingold 1951. What do you want for Christmas? ... enjoy the nicest holidays ever. Rheingold extra dry lager beer. Adv. from New York times, Dec. 10, 1951, p. 52. Appl. author: Foote, Cone & Belding. © 10Dec51; KK68792.

My beer is Rheingold, the dry beer, says Nanette Fabray. Adv. from Daily news, Apr. 21, 1952, p. 37. Appl. author: Foote, Cone and Belding. © 21Apr52; KK74422.

My beer is Rheingold, the dry beer, says Paul Douglas. Adv. from Daily news, Feb. 11, 1952, p. 37. Appl. author: Foote, Cone and Belding. © 11Feb52; KK70508.

My beer is Rheingold - the dry beer, says Paul Douglas. Adv. from the New Yorker, Apr. 26, 1952, p. 53. Appl. author: Foote, Cone and Belding. © 24Apr52; KK74259.

My beer is Rheingold, the dry beer, says Peggy Lee. Just tune me in ... Can you think of a better accompaniment ... Rheingold extra dry lager beer. Adv. from New York daily news, Dec. 31, 1951, p. 7. Appl. author: Foote, Cone & Belding. © 31Dec51; KK69408.

My beer is Rheingold, the dry beer, says Robert Cummings. Adv. from Cue, Feb. 22, 1952, p. 3. Appl. author: Foote, Cone & Belding. © 22Feb52; KK70871.

My beer is Rheingold, the dry beer, says Robert Cummings. Adv. from the New Yorker, Mar. 1, 1952, p. 71. Appl. author: Foote, Cone and Belding. © 28Feb52; KK71177.

My beer is Rheingold, the dry beer, says Rosalind Russell. Adv. from New York herald-tribune, Jan. 14, 1952, p. 28. Appl. author: Foote, Cone & Belding. © 14Jan52; KK69643.

My beer is Rheingold the dry beer, says Rosalind Russell. Adv. from the New Yorker, Feb. 2, 1952, p. 49. Appl. author: Foote, Cone and Belding. © 31Jan52; KK70433.

My beer is Rheingold, the dry beer! Says Ted Husing. Name the record and I've got it! Adv. from New York journal American, Jan. 21, 1952, p. 26. Appl. author: Foote, Cone & Belding. © 21Jan52; KK69823.

My beer is Rheingold, the dry beer, says Wendell Corey. Adv. from Daily news, Apr. 17, 1952, p. 39. Appl. author: Foote, Cone and Belding. © 17Apr52; KK74421.

My beer is Rheingold, the dry beer, says Wendell Corey. You can always rely on it. It's beer as beer should taste. Adv. from Daily news, New York, Apr. 14, 1952, p. 39. Appl. author: Foote, Cone and Belding. © 14Apr52; KK73336.

My beer is Rheingold, the dry beer, says William Bendix. Adv. from Daily mirror, New York, Feb. 25, 1952, p. 9. Appl. author: Foote, Cone and Belding. © 25Feb52; KK71858.

My beer is Rheingold, the dry beer, says William Bendix. Adv. from Paterson evening news, Feb. 25, 1952, p. 3. Appl. author: Foote, Cone and Belding. © 25Feb52; KK70997.

Oft Kopiert. Doch Nie Erreicht. Rheingold extra dry. New York City's original extra dry bier. Mona Lisa. Adv. from Sonntagsblatt Staats-Zeitung und Herald, Jan. 20, 1952, p. 10A. Appl. author: Foote, Cone & Belding. © 20Jan52; KK69821.

Our beer is Rheingold, the dry beer, say Olson and Johnson. Adv. from Paterson evening news, Jan. 28, 1952, p. 34. Appl. author: Foote, Cone & Belding. © 28Jan52; KK70417.

LIEBMAN BREWERIES, INC. ©. Cont'd.

Rembrandt's self-portrait, painted in 1634 ... imitated, but never duplicated. Rheingold Extra Dry, New York City's original extra dry beer. Adv. from New York daily news, Dec. 17, 1951, p. 37. Appl. author: Foote, Cone & Belding. © 17Dec51; KK68913.

10:30 tonight on TV Herbert Marshall tells you another exciting tale of The Unexpected, presented by Rheingold extra dry lager beer. Adv. from Daily mirror, New York, Mar. 12, 1952, p. 24. Appl. author: Foote, Cone and Belding. © 12Mar52; KK71934.

LIFE SAVERS CORPORATION ©.

Butterscotch Life Savers, the candy with the hole. Net wt. .95 oz. or 27 gms. Label. © 2Jan52; KK68755.

LIGGETT, WILLIAM J. ©.

This year plan your vacation at Liggett's Holiday Inn, Brown's Lake, Burlington, Wisconsin. Pamphlet. © 15Mar52; KK73274.

LIGGETT AND MYERS TOBACCO COMPANY ©.

All over America smokers are changing to Chesterfield. All over the Warner Bros. Lot Chesterfield is the leading cigarette ... Lucille Norman enjoys a Chesterfield on location. Adv. from Motion picture and television magazine, Apr. 1952, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 15Mar52; KK72051.

All over America smokers are changing to Chesterfield. At Ciro's famous restaurant ... In Hollywood, Ciro's cigarette girl serves Barbara Hale her Chesterfields. Adv. from True experience, Feb. 1952, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 10Jan52; KK69548.

All over America smokers are changing to Chesterfield. At the 20th Century Fox Cafe de Paris ... William Lundigan ... Adv. from Motion picture and television magazine, Jan. 1952. Appl. author: Cunningham & Walsh, inc. © 10Dec51; KK68859.

All over America, smokers are changing to Chesterfield. Dale Robertson. Chesterfield cigarettes. Adv. from Modern romances, Mar. 1952. Appl. author: Cunningham & Walsh, inc. © 12Feb52; KK70140.

All over America, smokers are changing to Chesterfield ... Danny Thomas buys his Chesterfields. (Cigarettes) Adv. from the Saturday evening post, Mar. 8, 1952, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 5Mar52; KK71376.

All over America, smokers are changing to Chesterfield. Dean Martin and Jerry Lewis. (Cigarettes) Adv. from Family circle, Jan. 1952, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 15Dec51 (in notice: 1952); KK69043.

All over America smokers are changing to Chesterfield. Dorothy Lamour. (Cigarettes) Adv. from Modern romances, May 1952, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 2Apr52; KK72135.

All over America, smokers sound off for Chesterfield. Al Rosen. Chesterfield cigarettes. Adv. from the Sporting news, St. Louis, Jan. 30, 1952. Appl. author: Cunningham & Walsh, inc. © 30Jan52; KK70068.

All over America smokers sound off for Chesterfield. Gil Hodges ... says, try a pack of Chesterfield today. (Cigarettes) Adv. from

the Sporting news, Feb. 27, 1952. Appl. author: Cunningham & Walsh, inc. © 27Feb52; KK70927.

All over America, smokers sound off for Chesterfield. In Boston, largest selling cigarette ... Ted Williams. Adv. from the Sporting news, Dec. 26, 1951. Appl. author: Cunningham & Walsh, inc. © 26Dec51; KK68758.

All over America, smokers sound off for Chesterfield. In Detroit. (George Kell. Cigarettes) Adv. from the Sporting news, Jan. 2, 1952, cover. Appl. author: Cunningham & Walsh, inc. © 2Jan52; KK68979.

All over America smokers sound off for Chesterfield. In Philadelphia largest selling cigarette because of mildness. Robin Roberts. Adv. from the Sporting news, Jan. 9, 1952. Appl. author: Cunningham & Walsh, inc. © 9Jan52; KK69388.

All over America smokers sound off for Chesterfield. In Washington ... Bucky Harris, manager, Washington Senators. Chesterfield cigarettes. Adv. from the Sporting news, Jan. 16, 1952. Appl. author: Cunningham & Walsh, inc. © 16Jan52; KK69518.

Ask your dealer for Chesterfield, first cigarette to name all its ingredients. (Change tray and package) Adv. from the Sporting news, May 14, 1952, p. 48. Appl. author: Cunningham & Walsh, inc. © 14May52; KK73435.

Cards on the table. Chesterfield, first cigarette to name all its ingredients. Adv. from the Sporting news, Apr. 30, 1952, cover. Appl. author: Cunningham & Walsh, inc. © 30Apr52; KK73254.

Chesterfield, largest selling cigarette in America's colleges. At A. & T. College ... Adv. Appl. author: Cunningham & Walsh, inc. © 29Feb52; KK71549.

Chesterfield, largest selling cigarette in America's colleges. At Alabama. Adv. from the Cavalier daily, University of Virginia, Feb. 6, 1952. Appl. author: Cunningham & Walsh, inc. © 6Feb52; KK70472.

Chesterfield, largest selling cigarette in America's colleges, at Bethune Cookman, Daytona Beach, Florida. Adv. Appl. author: Cunningham & Walsh, inc. © 8Mar52; KK72639.

Chesterfield, largest selling cigarette in America's colleges, at Fayetteville State Teachers College. Adv. Appl. author: Cunningham & Walsh, inc. © 2Feb52; KK71818.

Chesterfield, largest selling cigarette in America's colleges. At Fisk Univ., Nashville, Tenn. The Student Union. Adv. from Campus echo, North Carolina College at Durham, N. C., Dec. 1951. Appl. author: Cunningham & Walsh, inc. © 1Dec51; KK69520.

Chesterfield, largest selling cigarette in America's colleges. At Howard U. Pleasant Plain Co-op. Adv. from Hilltop, Howard University, Washington, Oct. 29, 1951. Appl. author: Cunningham & Walsh, inc. © 29Oct51; KK69387.

Chesterfield, largest selling cigarette in America's colleges. At M. I. T. Adv. from Woodberries, Los Angeles, Dec. 7, 1951. Appl. author: Cunningham & Walsh, inc. © 7Dec51; KK68978.

Chesterfield, largest selling cigarette in America's colleges, at Maryland. Adv. from the Maine

campus, Orono, Me., Mar. 20, 1952. Appl. author: Cunningham & Walsh, inc. © 20Mar52; KK71785.

Chesterfield, largest selling cigarette in America's colleges, at Michigan. Adv. Appl. author: Cunningham & Walsh, inc. © 23Apr52; KK73361.

Chesterfield, largest selling cigarette in America's colleges. At Minnesota. Sheet. Appl. author: Cunningham & Walsh, inc. © 17Jan52; KK69723.

Chesterfield, largest selling cigarette in America's colleges. At Mississippi. Sheet. Appl. author: Cunningham & Walsh, inc. © 14Dec51; KK69725.

Chesterfield, largest selling cigarette in America's colleges. At Missouri. The Bengal Shop. Adv. from Hear this, United States Merchant Marine Academy, Kings Point, N. Y., Jan. 7, 1952. Appl. author: Cunningham & Walsh, inc. © 7Jan52; KK69517.

Chesterfield, largest selling cigarette in America's colleges. At Nebraska ... Adv. Appl. author: Cunningham & Walsh, inc. © 4Mar52; KK71548.

Chesterfield, largest selling cigarette in America's colleges, at Oregon. Adv. Appl. author: Cunningham & Walsh, inc. © 5Apr52; KK72212.

Chesterfield, largest selling cigarette in America's colleges. At Rice, deep in the heart of Texas. Adv. from the Wesleyan argus, Nov. 6, 1951. Appl. author: Cunningham & Walsh, inc. © 6Nov51; KK70067.

Chesterfield, largest selling cigarette in America's colleges. At Shaw University, Raleigh, North Carolina. Varsity Soda Shop. Adv. from Campus echo, North Carolina College at Durham, N. C., Nov. 1951. Appl. author: Cunningham & Walsh, inc. © 1Nov51; KK69516.

Chesterfield, largest selling cigarette in America's colleges at Texas U. Adv. from the Plainsman, May 7, 1952, p. 6. Appl. author: Cunningham & Walsh, inc. © 7May52; KK73434.

Chesterfield, largest selling cigarette in America's colleges. At U. S. C. University of Southern Cal. Adv. Appl. author: Cunningham & Walsh, inc. © 20May52; KK73972.

Chesterfield, largest selling cigarette in America's colleges. At Western Reserve, Cleveland, Ohio ... 3 to 1 because of mildness ... Adv. from Seawanhaka, Long Island University, Dec. 19, 1951, p. 3. Appl. author: Cunningham & Walsh, inc. © 19Dec51; KK68759.

Chesterfield, largest selling cigarette in America's colleges, at Yale 3 to 1 because of mildness ... Adv. Appl. author: Cunningham & Walsh, inc. © 21Feb52; KK71086.

Chesterfield sounds off for baseball. (Chesterfield package. Cigarettes) Adv. from the Sporting news, Apr. 16, 1952, p. 1. Appl. author: Cunningham & Walsh, inc. © 16Apr52; KK72415.

Compare Fatima with any other king-size cigarette. Adv. Appl. author: Cunningham & Walsh, inc. © 26Feb52; KK71550.

The curtain's up. Chesterfield first cigarette to name all its ingredients. Adv. from the Sporting news, May 28, 1952. Appl. author: Cunningham & Walsh, inc. © 28May52; KK73973.

LIGGETT AND MYERS TOBACCO COMPANY ©.
Cont'd.

Dean Martin and Jerry Lewis sound
off for Chesterfield. (Cigarettes)
Sheet. Appl. author: Cunningham
& Walsh, inc. © 23Jan52; KK69726.

For you Chesterfield mobilized the
greatest array of resources and
advertising power in cigarette
history ... Adv. Appl. author:
Cunningham & Walsh, inc.
© 8Feb52; KK72904.

I design Quality gowns for those who
can afford them. I smoke the quality
cigarette that anyone can afford,
Fatima. Carrie Munn, famous New York
fashion designer. Adv. Appl. au-
thor: Cunningham & Walsh, inc.
© 10Dec51 (in notice: 1952);
KK68858.

I look for real quality in my dogs
and guns, and in my cigarette.
That's why I smoke extra-mild
Fatimas. You'll like them too.
Paul Henry. Adv. Appl. author:
Cunningham & Walsh, inc. © 10Mar52;
KK71085.

I switched to Fatima because they
are extra-mild with a really
different, better flavor and aroma.
Joan L. Robinson. Fatima cigarettes.
Adv. from Motion picture and
television magazine, Mar. 1952,
p. 17. Appl. author: Cunningham
& Walsh, inc. © 10Feb52; KK70141.

I try to get quality in my work and I
demand it in my cigarette. Jon Whit-
comb. Fatima cigarettes. Adv. from
Look, Jan. 29, 1952, p. 12. Appl.
author: Cunningham & Walsh, inc.
© 12Jan52; KK69519.

Let this Chesterfield salesman ring
up sales on your cash register.
(Cigarettes) Adv. from Chain store
age, Feb. 1952, p. 36. Appl. au-
thor: Cunningham and Walsh, inc.
© 30Jan52; KK71561.

The mask is off in cigarette adver-
tising. Chesterfield is first to
name all its ingredients. Adv.
from NATD Co-ordinator. Appl.
author: Cunningham & Walsh, inc.
© 17Apr52; KK73817.

Maxine Sullivan sounds off for
Chesterfield. (Cigarettes)
Sheet. Appl. author: Cunningham
& Walsh, inc. © 16Jan52; KK69724.

More smokers everywhere sound off
for Chesterfield. At the opera,
meet Mr. Lawrence Winters. (Cig-
arettes) Adv. from Tan confes-
sions, Apr. 1952, p. 4 of cover.
Appl. author: Cunningham & Walsh,
inc. © 14Mar52; KK71786.

N. Y. Giants National League champion
outfielders. Champion Monte Irvin
and champion Willie Mays.
Chesterfield. (Cigarettes) Adv.
from Tan confessions, Mar. 1952,
p. 4 of cover. Appl. author:
Cunningham & Walsh, inc.
© 13Feb52; KK71560.

Progressive Club votes Chesterfield
favorite cigarette. Mrs. Annie E.
Daniels. Adv. Appl. author: Cun-
ningham & Walsh, inc. © 1Dec51 (in
notice: 1952); KK68872.

Sal Maglie says: I smoke the one that
tells me what it's made of. (Ches-
terfield cigarettes) Adv. from the
Sporting news, June 4, 1952, p. 18.
Appl. author: Cunningham & Walsh,
inc. © 4Jun52; KK74136.

LIGORNER, WILLIAM.
Girl with flared skirt. KK73614.
SEE Circle Novelty Company, Ltd.

LIL'SE AND COMPANY.
Lily's beauty-full cosmetics.
Adv. from the Catholic herald

citizen, Dec. 8, 1951, p. 20)
© Lilly's & Co., Violet Ihrke,
sole owner; 8Dec51; KK69655.

LILY-TULIP CUP CORPORATION ©.
Baroque design. (Paper cups and food
containers) Label. © 10Apr52;
KK73642.

Brook Farms drive-in. Giant frost. Try
our famous lobster roll. (Farm
scene. Paper cups and food contain-
ers) Sheet. © 8Apr52; KK73156.

Carthage dairyland. Best shakes,
cones, sundaes anywhere. (Paper
cups and food containers) Label.
© 21Feb52; KK71703.

Foy's Grill, try our country cured
ham. (Paper cups and food con-
tainers) Label. © 15Mar52;
KK73816.

LIMBERG, Roy Milton, d.b.a. A B C
Printers. SEE A B C Printers.

LINCOLN, H. W.
No home is truly modern without
Morse Boulger incineration.
KK69114. SEE Morse Boulger
Destructor Company.

LINCOLN BAKING COMPANY ©.
Gold Cup enriched white bread. Net
weight 1 1/4 pounds. Label.
Appl. author: Russell Lowe.
© 29Apr52; KK73426.

LINCOLN ELECTRIC COMPANY.
Welding, design for, by, and with
welding. 228 p. Appl. author:
Alvin F. Davis. © The Lincoln
Electric Co.; 26Dec51; KK69175.

LINDQUIST, Alexander O. d.b.a. The
Nutburger Shop. SEE Nutburger shop.

LINDSAY COMPANY.
Lindsay water comparison kit. A home
laboratory for comparison of hard
and soft water. (Water softening
apparatus) Card. © The Lindsay
Co.; 8Jan52; KK69522.

LING, CALVIN HERBERT.
Fast Seal gas appliance connectors.
KK68967. SEE Rapid Specialties
Company.

Introducing economical, safe, sure
Gas Master range connectors.
KK68966. SEE Rapid Specialties
Company.

LINGUAPHONE INSTITUTE ©.
Millions speak another language, so
can you with Linguaphone. (Language
course) Adv. © 7Dec51; KK70022.

You, too, can learn to speak a
foreign language as easily as you
learned to speak English. (Language
course) Adv. © 6Jan52; KK70021.

LIPPOTH, ROBERT S.
It's simple as A. B. "SEE". KK71917.
SEE Matrix Contrast Corporation.
A specialist! Yes, Joe the bootblack
is a specialist ... KK72690. SEE
Matrix Contrast Corporation.

LIPTON (THOMAS J.) INC. ©.
Lipton Frosted dessert mix, choco-
late flavor. Net wt. 4 oz. Label.
© 3Aug51; KK68933.

Lipton new onion soup; a prepared
soup mix. Label. © 24Sep51;
KK68957.

Lipton noodle soup with enriched
noodles; a prepared soup mix.
2 ounces net wt. Label. © 24Jul51;
KK68932.

Lipton tomato vegetable soup with
noodles; a prepared soup mix.
2 ounces net wt. Label. © 26Jul51;
KK68934.

New cream style celery soup. Lipton.
1 1/2 ounces net wt. Label.
© 1Jul50; KK74803.

LITTLE, Arthur A., t.a. Little Asso-
ciates. SEE Little Associates.

LITTLE ASSOCIATES.
St. Christopher, protect us. (Cloth-
ing, luggage, hats, etc.) Label.
© Arthur A. Little, t.a. Little
Associates; 9Jan52; KK69453.

LITTMAN, FRANKLIN.
Endless Ed, the mystery thread.
KK70611. SEE Paramount Calendar
and Novelty Company.

LITWIN, David Paul, d.b.a. California
Sportlets, inc. SEE California
Sportlets, inc.

LIVINGSTON COMPANY.
It's really moving, I C U Plasticote,
that is. (Automobile polish) Adv.
Appl. author: David N. Mullany.
© The Livingston Co.; 21May52;
KK74447.

LLOYD, LAURENCE M.
The enemy of taste is haste. KK74581.
SEE Kinsey Distilling Corporation.
Folks are swinging more and more to
Kinsey every season. KK72563. SEE
Kinsey Distilling Corporation.

LOBL, O'FTO.
Hero, bigger and busier for '52.
KK72763. SEE Hero Manufacturing
Company, inc.

LOCKYER, Mary W. and Henrietta N.
Smith, d.b.a. National Homemaker's
League. SEE National Homemaker's
League.

LÖDEN, D. J.
How the Equitable Trust parks over
5000 cars every week. KK74453.
SEE Equitable Trust Company.

LOEDERER, RICHARD A. ©.
Loederer original fashion sketch
pad. Pocket size. Pamphlet.
© 11Jan52; KK69341.

LOEKLÉ, LUCY GRAY ©.
Covered bridge stamps. Label.
© 3Jan52; KK70564.

LOEWY (RAYMOND) ASSOCIATES.
Sealtest Golden Guernsey homogenized
vitamin D milk pasteurized.
KK74817. SEE National Dairy Pro-
ducts Corporation.
Sealtest grade A pasteurized Bulgari-
an cultured milk. KK74818. SEE
National Dairy Products Corporation.
Sealtest grade A pasteurized chocolate
milk. KK74819. SEE National Dairy
Products Corporation.
Sealtest Grade A pasteurized double
rich Guernsey half and half.
KK74822. SEE National Dairy Prod-
ucts Corporation.
Sealtest Grade A pasteurized 4 o/o
lactic milk. KK74824. SEE
National Dairy Products Corporation.
Sealtest Grade pasteurized half and
half enriched milk. KK74823. SEE
National Dairy Products Corporation.
Sealtest homogenized grade A 12 %
milk pasteurized. KK74816. SEE
National Dairy Products Corporation.
Sealtest medium cream pasteurized.
KK74821. SEE National Dairy Prod-
ucts Corporation.
Sealtest pasteurized Golden Jersey
milk. KK74820. SEE National
Dairy Products Corporation.
Sealtest pasteurized grade A Golden
Guernsey milk. KK74815. SEE
National Dairy Products Corporation.

LOEWY (RAYMOND) ASSOCIATES. Cont'd.

Sealtest prestige ice cream. KK74290.
SEE National Dairy Products Corporation.

LOEWI AND COMPANY ©.

Here's the report we requested from Loewi. (Investments) Adv. from the Milwaukee Journal, Nov. 13, 1951. © 13Nov51; KK69107.

I put my money in a factory, instead of a vault. (Investments) Adv. from the Milwaukee Journal, Nov. 20, 1951. © 20Nov51; KK69108.

My company announced another dividend. (Investments) Adv. from the Milwaukee Journal, Nov. 27, 1951. © 27Nov51; KK69109.

Why sure, son, when you grow up you'll be an investor, too. (Investments) Adv. from the Milwaukee Journal, Dec. 4, 1951. © 4Dec51; KK69110.

LOGAN, W. HUME Jr.

Logan stock-size iron work. KK72751.
SEE Logan Company.

LOGAN COMPANY ©.

Logan stock-size iron work. Save almost 1/3 the Logan way. (Entrance rails, porch rails, etc.) 11 p. Appl. author: W. Hume Logan, Jr. © 1Apr52 (in notice: 1951); KK72751.

LONG, VINCENT P. ©.

Tugger. Tug for Tugger. Retreading strips for tires ... (Pneumatic tires, tubes and retreading strips) Label. © 10Apr52; KK72970.

LONG (W. E.) COMPANY.

Be Holsum, Holsum is so flavorful ... look Holsum, buy Holsum. Pick up a delicious surprise in your next loaf of Holsum bread. Adv. from the Shreveport times, Oct. 19, 1951, p. 31. Appl. author: W. L. Goodman. © The W. E. Long Co.; 19Oct51; KK69736.

Be Holsum, look Holsum, buy Holsum. (Boy with ball, woman and two men, Holsum loaf) Adv. from the Shreveport times, Aug. 24, 1951, p. 20. Appl. author: W. L. Goodman. © The W. E. Long Co.; 24Aug51; KK69741.

Be Holsum, look Holsum, buy Holsum. (Girl skipping rope, woman and looking glass, Holsum loaf) (Bread) Adv. from the Shreveport times, Aug. 11, 1951, p. 9. Appl. author: W. L. Goodman. © The W. E. Long Co.; 11Aug51; KK69740.

Be Holsum, look Holsum, buy Holsum. Choose better baked Holsum. Serve your children better baked Holsum with new flavor. (Bread) Adv. from the Shreveport times, Oct. 4, 1951, p. 16. Appl. author: W. L. Goodman. © The W. E. Long Co.; 4Oct51; KK69738.

Be Holsum, look Holsum, buy Holsum. Enriched sliced white bread. You're the food expert of your family. Adv. from Noblesville daily ledger, Noblesville, Ind., Dec. 17, 1951, p. 4. Appl. author: W. L. Goodman. © The W. E. Long Co.; 17Dec51; KK69735.

Be Holsum, look Holsum, buy Holsum. When you say "It's Holsum" you've summed up all that's fine in better baked bread. Adv. from the Shreveport times, Oct. 12, 1951, p. 22. Appl. author: W. L. Goodman. © The W. E. Long Co.; 12Oct51; KK69737.

Be Holsum, look Holsum, buy Holsum. Your first taste. Can you remember when you had bread as good as this? Adv. from the Shreveport Journal, Nov. 12, 1951. Appl. author: W. L. Goodman. © The W. E. Long Co.; 12Nov51; KK69739.

A great new taste discovery! You'll love the pleasing fresh-baked flavor and aroma of Holsum ... Plastic wrap. Pick up the new plastic-coated wrapper that keeps Holsum flavor fresher, costs no more. (Bread) Adv. from the Shreveport times, Apr. 24, 1951, p. 15. Appl. author: W. L. Goodman. © The W. E. Long Co.; 24Apr51; KK69746.

How tempting flavor can be! Just the good old-fashioned flavor of Grandma's baking. Before you buy another loaf of bread try Holsum. Be Holsum, look Holsum, buy Holsum. Adv. from the Shreveport times, June 28, 1951, p. 13. Appl. author: W. L. Goodman. © The W. E. Long Co.; 28Jun51; KK69744.

I remember grandma. I remember grandma's touch with bread. Be Holsum, look Holsum, buy Holsum. Adv. from the Shreveport times, June 22, 1951, p. 18. Appl. author: W. L. Goodman. © The W. E. Long Co.; 22Jun51; KK69742.

Little children love new Holsum. Real enjoyment of food is essential. Smiles! Be Holsum, look Holsum, buy Holsum. Adv. from the Shreveport times, Sept. 6, 1951, p. 11. Appl. author: W. L. Goodman. © The W. E. Long Co.; 6Sep51; KK69743.

Wake up to flavor with a smile! Be pleased! Housewives are pleased and surprised to learn that Holsum costs no more with new flavor and a sparkling new package. Be Holsum, look Holsum, buy Holsum. (Bread) Adv. from Chronicle, Marion, Ind., May 10, 1951, p. 29. Appl. author: W. L. Goodman. © The W. E. Long Co.; 10May51; KK69747.

Your family deserves Holsum today! Pick up the new plastic-coated wrapper that keeps Holsum flavor fresher, costs no more. Taste it! Holsum's better baking brings home fresher flavor and aroma in bread such as you've never tasted before. Be Holsum, look Holsum, buy Holsum. Adv. from the Shreveport times, Sept. 27, 1951, p. 13. Appl. author: W. L. Goodman. © The W. E. Long Co.; 27Sep51; KK69745.

LONG, WILLIAM HENRY ©.

Tell your age with colors fascinating, fun for everyone. Mystify your friends. (Novelty age-telling game) Label. © 10Dec51; KK69078.

LOOS, ROBERT W.

Non-abrasive, no rubbing Breezy chrome cleaner. KK74863. SEE Great Lakes Chemical Company.

LORD-TABER COMPANY, INC. ©.

Can you save yourself & family in a fire? In 9 cases out of 10 you can't. (Fire alarm) Pamphlet. Appl. author: Huguenin Co. © 10Dec51; KK68867.

LOREN-SYLVAN-DARRYL ADVERTISING ©.

Food-A-Lines. (Mats of food advertisements) 78 p. Appl. author: Louis M. Lachow. © 16Aug51; KK73625.

LORILLARD (P.) COMPANY ©.

Sensitive smokers. Exclusive Micronite filter in new Kent cigarettes removes 7 times more nicotine and tars than any other leading filter cigarette ... Adv. from New York daily mirror, Apr. 23, 1952, p. 10. © 23Apr52; KK73001.

Sensitive smokers. The Micronite filter in new Kent cigarettes removes 7 times more nicotine and tars

than any other leading filter cigarette. Adv. from New York herald tribune, Apr. 21, 1952, p. 4. © 21Apr52; KK73002.

LORR LABORATORIES ©.

Be sure fingered. Dura-Gloss to be sure of your grooming. Sure because it's longer-lasting, chip-free nail polish. Adv. from Screenland magazine, Feb. 1952, p. 14. Appl. author: Frances Rutland Lacher. © 8Jan52; KK70388.

You like fun, you love taking chances, but not in your grooming. Is there adventure in your hand? Dura-Gloss nail polish. Adv. from Seventeen, Sept. 1951, p. 58. Appl. author: Frances Rutland Lacher. © 1Sep51; KK73026.

LOS ANGELES. NATIONAL SCHOOLS.

Curso de Diesel, mecánica automotriz e similares. No. PD-1. (Correspondence course) Pamphlet. © National Schools; 12Feb52; KK70478.

Seu futuro em radio, televisão, electrónica industrial. National Schools. (Correspondence school course) 22 p. © National Schools; 2Jan52; KK69871.

Your future in automotive-Diesel-allied mechanics. (Correspondence course) 34 p. © National Schools; 28Dec51; KK70032.

LOVETT, EVAN FLOYD ©.

N R G. (Cereals, bakery goods, candy, and beverages) Label. © 27Dec51; KK70860.

LOWE (JOE) CORPORATION ©.

Creamsicle. Save bags with polka dots for swell gifts. (Frozen confections) Poster. Appl. author: Sydney L. Weiss. © 19Mar52; KK73165.

Fudgsicle. Frozen fudge. Save bags with polka dots for swell gifts. (Frozen confections) Poster. Appl. author: Richard H. Gross. © 10Mar52; KK73167.

A hit with _____. Save bags for swell gifts. (Frozen confections) Poster. Appl. author: Richard H. Gross. © 18Mar52; KK73163.

Mary loves _____. John loves _____. Save bags for swell gifts. (Frozen confections) Poster. Appl. author: Max Liebman. © 18Mar52; KK73166.

Popsicle Pete giant gift list 1952-1953. (Frozen confections) Adv. Appl. author: Richard H. Gross. © 3Mar52; KK74153.

Sure, let's all have _____. Save bags for swell gifts. (Frozen confections) Poster. Appl. author: Sydney L. Weiss. © 18Mar52; KK73162.

Try everybody's favorite: Cheerio. Deliciously coated ice cream. Save bags for swell gifts. Poster. Appl. author: Sydney L. Weiss. © 18Mar52; KK73164.

LOWE, RUSSELL.

Gold Cup enriched white bread. KK73426. SEE Lincoln Baking Company.

LOYD, GUY.

Just laid. KK73548. SEE Springdale Farms.

LUCAS, MILDRED C.

Aunt Fanny's enriched bread. KK70530. SEE Promotional Enterprises, Inc.

LUCAS, RAWLEY DEAN ©.

Old Gold, the cigarette that puts the OK in smoking. Sheet. © 1Jan50 (in notice: 1951); KK69005.

LUCKOFF, WAYBURN AND FRANKEL, INC. ©.

De luxe jewelry ad-mat service.
 Dec. 1951. © 23Nov51; KK69001.
 Jan. 1952. © 26Dec51; KK69033.
 Feb. 1952. © 24Jan52; KK69990.
 Mar. 1952. © 22Feb52; KK71133.
 Apr. 1952. © 21Mar52; KK71739.
 May 1952. © 23Apr52; KK73323.
 June 1952. © 23May52; KK73918.

LUCKY STRIDE SHOES, INC. ©.

Everybody's going 'round in the shoes
 famous models choose. Fashion-show
 flats. Adv. © 20Mar52; KK72056.

Everyone's going 'round in the shoes
 famous models choose. Fashion show
 flats. In-stock catalog 1952.
 Pamphlet. © 26Jan52; KK72057.

Famous models told us what they want
 in a ballet shoe. Now the Jo-Jo has
 everything! (Shoes) Adv. © 10Oct51;
 KK70152.

Fashion-show flats. If the shoe fits,
 it's a Lucky Stride. Label. Appl.
 author: The Rockmore Co. © 19Mar52
 (in notice: 1951); KK71963.

Lucky Stride helps you wrap-up
 your local trade. Mat book and
 selling aids, 1952. Fashion-
 Show flats. (Shoes) 28 p.
 © 3Feb52; KK70843.

Props of a model. Fashion-show flats.
 Take the word of America's most
 famous models ... (Shoes) Sheet.
 © 1Sep51; KK72058.

Take your cue from America's most
 famous models. Fashion-show flats
 because they're the shoes famous
 models choose. Sheet. © 1Apr52;
 KK73145.

LUDDIN (EARLE) AND COMPANY.

How to make Rit nylon flowers.
 KK72276. SEE Rit Products Corpora-
 tion.

**LUKACS, JOHN GEZA, d.b.a. Pipe Coolers
Manufacturing Company. SEE Pipe
Coolers Manufacturing Company.****LUKENS STEEL COMPANY ©.**

Benefits of clad steel design in the
 chemical industry. Corrosion-resist-
 ant clad equipment, long life, low
 maintenance, easy cleaning etc. etc.
 Folder. © 19Nov51; KK69252.

Benefits of design and clad steel
 construction in coal handling
 equipment. Lukens. Folder.
 © 3Dec51; KK69472.

The bigger the machine you don't buy,
 the more your costs are slashed.
 New Lukens 2000 ton hydraulic press.
 Sheet. © 12May52; KK74070.

Blanks for steel plate flywheels.
 Lukens. Folder. © 7Jan52;
 KK69471.

Ready to ship heads. Standard flanged
 and dished, ASME flanged and dished.
 Sheet. © 19May52; KK74069.

Saving weight, adding strength. If
 your essential production ... de-
 mands improved structural compon-
 ents, Lukenweld, with its knowledge
 of weldments, may be able to help
 you. Folder. © 26Nov51; KK69251.

Steel plate shapes ready-made for
 quick finishing or assembly. 10 p.
 © 8Apr52; KK72385.

Steel plate weight calculator and size
 selector. © 5May52; KK74071.

LYCAN, GEORGE S.

Murder. Two, three or four players
 may play the game. (Game board)
 Sheet. Appl. author: Geo. S.
 McCann. © Geo. S. Lycan, L. E.
 Mitchell and G. C. McCann;
 21Mar52; KK71820.

LYNN MANUFACTURING COMPANY.

New Bike-Shed, an all-weather pro-
 tection for your bicycle. Label.
 © Irving Peretzman, d.b.a. Lynn
 Manufacturing Co.; 10Jan52;
 KK71107.

LYTLE, CURTIS R. ©.

Announcing the arrival of your newest
 lumber ambassador Woody Boardfoot.
 (Lumber & wood products) Folder.
 © 6Jan52; KK69977.

M**M AND M WOOD WORKING COMPANY ©.**

Featuring Malarkey Plyweave and Malar-
 key fir panel doors. Add-a-room
 Malarkey house. (Building material)
 Adv. from Country gentleman, Dec.
 1951, p. 71. Appl. author: Joseph
 R. Gerber Co. © 30Dec51; KK72219.

Malarkey plywoods and doors. The
 warmth and color of genuine wood.
 56 p. Appl. author: Joseph R.
 Gerber Co. © 19May52; KK73977.

M & R LABORATORIES ©.

Constant and correct. Full, balanced
 protection in the bottle. (Pharma-
 ceuticals) Folder. Appl. author:
 William Douglas McAdams, inc.
 © 27May52; KK74556.

The milk of mammals. 3 - rabbit milk
 ... (Pharmaceuticals) Sheet.
 Appl. author: William Douglas
 McAdams, inc. © 27May52; KK74555.

Protein in infant nutrition. The pro-
 tein need of the infant is propor-
 tionately greater than that of the
 adult because of rapid growth.
 (Pharmaceuticals) Folder. Appl.
 author: William Douglas McAdams, inc.
 © 28Apr52; KK73723.

There is no closer equivalent to the
 milk of healthy, well-nourished
 mothers than Similac. The milk of
 mammals. (Pharmaceuticals) Sheet.
 Appl. author: William Douglas
 McAdams, inc. © 28Apr52; KK73724.

M. W. K. F. MOTORS, INC. ©.

Spacey returns ... Rocket Motors used
 car sale. Adv. from Council Bluffs
 nonpareil newspaper, May 2, 1952,
 p. 7. Appl. author: William G.
 Hughes. © 2May52; KK73934.

MCADAMS, WILLIAM DOUGLAS, INC.

Antibiotic therapy in dental practice.
 KK73692. SEE Pfizer (Charles) and
 Company, inc.

Bacterial barrier. KK72976. SEE
 Pfizer (Charles) and Company, inc.

Cats or cattle, pigs or pigeons, dogs
 or donkeys; for the broadest range
 of effectiveness in field and office
 Veterinary Antibiotics. KK73691.
 SEE Pfizer (Charles) and Company,
 inc.

Conclusive evidence, that years of
 constipation can be corrected phys-
 iologically with Cellothyl.
 KK74366. SEE Chilcott Laboratories,
 inc.

Constant and correct. KK74556. SEE
 M & R Laboratories.

Crystalline terramycin amphoteric
 tablets. KK72432. SEE Pfizer
 (Charles) and Company, inc.

Directed dosage with terramycin
 aerosol. KK72431. SEE Pfizer
 (Charles) and Company, inc.

Effect of Peritrate on the electro-
 cardiogram recorded during rest on
 patient 104 of series. KK74371.
 SEE Chilcott Laboratories, inc.

Feature this prescription attraction.
 KK74654. SEE Pfizer (Charles) and
 Company, inc.

For the best results in mastitis.
 KK74656. SEE Pfizer (Charles)
 and Company, inc.

For the prevention and control of
 local sepsis, Terramycin topical
 powder. KK73689. SEE Pfizer
 (Charles) and Company, inc.

Greater patient acceptance, greater
 physician preference, greater R/
 profits for you. KK73687. SEE
 Pfizer (Charles) and Company, inc.

High initial penicillin levels -
 Pronapen - long sustained penicillin
 levels. KK73688. SEE Pfizer
 (Charles) and Company, inc.

In urinary tract infections, Ter-
 ramycin. KK74217. SEE Pfizer
 (Charles) and Company, inc.

Introducing crystalline terramycin
 amphoteric tablets. KK72977. SEE
 Pfizer (Charles) and Company, inc.

It's the big one, Terramycin oral
 suspension. KK74657. SEE
 Pfizer (Charles) and Company, inc.

The new sugar-coated tablets with the
 big Rx future. KK72434. SEE
 Pfizer (Charles) and Company, inc.

New! To prevent anginal attack.
 KK74368 ... SEE Chilcott Laborato-
 ries, inc.

New, to return blood pressure toward
 normotensive levels Methium ...
 KK74367. SEE Chilcott Laboratories,
 inc.

Portrait of the best-tasting, fastest-
 moving, broad-spectrum antibiotic
 terramycin. KK72435. SEE Pfizer
 (Charles) and Company, inc.

Protein in infant nutrition. KK73723.
 SEE M and R Laboratories.

Reviews of recent clinical reports.
 KK72826. SEE Pfizer (Charles) and
 Company, inc.

Synopses of the first reports January-
 April, 1952. KK74655. SEE Pfizer
 (Charles) and Company, inc.

Terramycin bibliography: 1950-1951.
 KK72436. SEE Pfizer (Charles) and
 Company, inc.

Terramycin in the treatment of a wide
 range of infections. KK72433. SEE
 Pfizer (Charles) and Company, inc.

Terramycin in the treatment of
 urinary tract infections. KK72825.
 SEE Pfizer (Charles) and Company,
 inc.

Terramycin topical powder sprinkled
 directly or used as powder insuff-
 late, provides on-the-spot protec-
 tion. KK73690. SEE Pfizer (Charles)
 and Company, inc.

There is no closer equivalent to the
 milk of healthy, well-nourished
 mothers than Similac. KK73724.
 SEE M and R Laboratories.

Thyroid, the fulcrum of the endocrine
 balance. KK74372. SEE Chilcott
 Laboratories, inc.

Thyroid, the governor of the body's
 economy. KK74370. SEE Chilcott
 Laboratories, inc.

Time to check your stocks of Pfizer
 Rx specialties. KK72978. SEE
 Pfizer (Charles) and Company, inc.

Veterinary antibiotic dosage chart.
 KK73693. SEE Pfizer (Charles) and
 Company, inc.

MACBETH, NORMAN.

Macbeth color control for the graphic
 arts. KK71681. SEE Macbeth Cor-
 poration.

MACBETH CORPORATION ©.

Macbeth color control for the graphic
 arts for artist, photographer ...
 (Color matching lamps) Folder.
 Appl. author: Norman Macbeth.
 © 7Feb52; KK71681.

MCCANN, G. C.
Murder. Two, three or four players
may play the game. KK71820.
SEE Lycan, George S.

MCCANN, GEORGE S.
Murder. Two, three or four players
may play the game. KK71820.
SEE Lycan, George S.

MCCALL CORPORATION ©.
Easter parade fashion contest; pat-
terns. Win a trip to Paris. Post-
er. © 15Nov51; KK69054.

MCCANN-ERICKSON, INC.
Are you selling your share of these
best sellers? KK70747. SEE
Congoleum-Nairn, inc.

As far as women who sew go, there's
really only one zipper, Talon.
KK74108. SEE Donahue Sales
Corporation.

Big name, big favorite and naturally
big profits. KK74605. SEE Donahue
Sales Corporation.

Come see the great new Gold Seal show.
KK74617. SEE Congoleum-Nairn, inc.

The crowd's in the Crosby's kitchen
now. KK74612. SEE Congoleum-
Nairn, inc.

Don't gamble on thin-skin floor
covering. KK72086. SEE Congoleum-
Nairn, inc.

Don't miss the brand new spectacularly
modern Gold Seal showroom. KK74618.
SEE Congoleum-Nairn, inc.

Don't throw money away on thin-skin
floor coverings. KK72094. SEE
Congoleum-Nairn, inc.

Dot goes from drab days to dream
days. KK72085. SEE Congoleum-
Nairn, inc.

Engine catch cold this morning?
KK71334. SEE Esso, inc.

Ever heard of a woman who never heard
of the Talon zipper? KK74105. SEE
Donahue Sales Corporation.

Fall tonic for your car. KK71333.
SEE Esso, inc.

Finer by far. KK74613. SEE Con-
goleum-Nairn, inc.

For a perfect solution to school
flooring problems. KK70741. SEE
Congoleum-Nairn, inc.

For your customers. KK70746. SEE
Congoleum-Nairn, inc.

Gold Seal. KK70744. SEE Congoleum-
Nairn, inc.

Gold Seal Nairn linoleum, presenting a
distinguished product. KK74610.
SEE Congoleum-Nairn, inc.

The great Gold Seal turns the whole
floor covering field right smack
on its ear. KK72092. SEE Con-
goleum-Nairn, inc.

Half of Byron, Mich., rides on Atlas
tires. KK72093. SEE Atlas Supply
Company.

The harder you use 'em the better you
like Atlas tires, says P. D. Shoe-
maker of Jacksonville, Fla.
KK74607. SEE Atlas Supply Company.

Here's proof the best tasting sar-
dines come your way - from Norway.
KK74604. SEE Norway Canning
Industry.

How come millions of teen-agers have
a crush on the Talon zipper?
KK74107. SEE Donahue Sales Corpo-
ration.

I drive 36,000 miles a year on Atlas
tires, says Clark W. Crocker of
Palo Alto, California. KK70748.
SEE Atlas Supply Company.

I ran a 30-year tire marathon, and
Atlas came out on top, says I. E.
Wild of Akron, Ohio. KK74608.
SEE Atlas Supply Company.

I'll never forget old U66166A, says
Edward C. Mann of Chicago, Illinois.
KK70750. SEE Atlas Supply Company.

I treat 'em rough, but Atlas tires
can take it. KK72087. SEE Atlas
Supply Company.

It makes good sense to sell the one
zipper all women agree on. KK74106.
SEE Donahue Sales Corporation.

It's Christmas in September with
Gruen all-star values! KK70754.
SEE Gruen Watch Company.

It's time you wore the newest advance
in watchmaking, the remarkable self-
winding Gruen Autowind. KK74623.
SEE Gruen Watch Company.

Let George do it. KK72089. SEE
Congoleum-Nairn, inc.

Life brings news to your customers,
sales for you. KK72090. SEE
Congoleum-Nairn, inc.

Look what's behind the Gold Seal.
KK72091. SEE Congoleum-Nairn, inc.

Make your kitchen modern, bright,
beautiful with Congowall. KK74611.
SEE Congoleum-Nairn, inc.

Modern hospitals control static elec-
tricity with Nairn static-conductive
linoleum. KK72872. SEE Congoleum-
Nairn, inc.

Modernize your walls, once and for
all. KK74619. SEE Congoleum-
Nairn, inc.

Modernize your walls with beautiful,
thrifty Congowall. KK72097. SEE
Congoleum-Nairn, inc.

New Charade, by Nairn. KK74621.
SEE Congoleum-Nairn, inc.

The night before Christmas, by Jolly
Saint "Vic". KK70755. SEE
Victaulic Company of America.

Now, all the wonders of Congowall
plus this exciting new pattern -
ivy. KK74615. SEE Congoleum-
Nairn, inc.

Now, light when you need it from
power sealed-in-steel. KK71783.
SEE Ray-O-Vac Company.

Now, more than ever Three Feathers
gives you man-size value. KK74104.
SEE Melrose Distillers, inc.

Now, revolutionary Gold Seal Ranch-
tile linoleum. KK74616. SEE
Congoleum-Nairn, inc.

Now you can lay a floor of genuine
inlaid linoleum tile yourself.
KK72088. SEE Congoleum-Nairn, inc.

One fill lasts all winter. KK70749.
SEE Atlas Supply Company.

One start is enough for a trip.
KK71914. SEE Esso, inc.

Only 19 more shopping days to save up
to \$10.00. KK70751. SEE Gruen
Watch Company.

Presenting this unique and beautiful
Gold Seal. KK70745. SEE
Congoleum-Nairn, inc.

Rusty and Dusty. KK74111 ... SEE
Chesebrough Manufacturing Company,
Consolidated.

There's only one watch like this.
KK74624. SEE Gruen Watch Company.

These floors will stay beautiful,
bright, and quiet. KK74609. SEE
Congoleum-Nairn, inc.

3 million people exactly like you
have put up Gold Seal Congowall.
KK72096. SEE Congoleum-Nairn, inc.

To the executive beset with the
annual business gift problem.
KK70753. SEE Gruen Watch Company.

Trade now for safe long-lasting Atlas
tires. KK74606. SEE Atlas Supply
Company.

Unbelievably better, new Gold Seal
Vinyl inlaid. KK74620. SEE
Congoleum-Nairn, inc.

The Victaulic method of piping.
KK74603. SEE Victaulic Company
of America.

What marks the graduate's biggest,
brightest day? KK74625. SEE
Gruen Watch Company.

When the floor is of first importance
in a room. KK70743. SEE
Congoleum-Nairn, inc.

Where floors must be beautiful,
quiet, sturdy. KK70742. SEE
Congoleum-Nairn, inc.

Which picture fits your love this
Christmas? KK70752. SEE Gruen
Watch Company.

Why put money into thin-skin floor
covering? KK74614. SEE Congoleum-
Nairn, inc.

Wonderful, serviceable Congowall
blossoms into vine. KK74110.
SEE Congoleum-Nairn, inc.

You can sell zippers better if you
sell the best, Talon. KK74109.
SEE Donahue Sales Corporation.

You choose any floor color you want;
you say where the design is to be
set in; yet this custom floor ...
KK74622. SEE Congoleum-Nairn, inc.

You pick the colors; you decide where
you want the custom touches.
KK72095. SEE Congoleum-Nairn, inc.

MCCARTHY, ROBERT EMMETT.
So festive, so easy to serve.
KK72832. SEE Borden Company.

MCCLURE, ELSON R. ©.
Home Beautiful planter, designed by
E. R. McClure of Valley Draperies.
Adv. from the Chico enterprise-
record, Chico, Calif., Dec. 27,
1951. © 27Dec51; KK68965.

Now you can divide your living room
area from your dining room area
with attractiveness and beauty.
(Planter, furniture, lamps)
Adv. © 7Feb52; KK70496.

MCCORMICK AND COMPANY, INC.
McCormick black tea and orange pekoe
& pekoe. A wonderful flavor. Label.
© 29May52; KK74035.

McCormick 16 tea bags, orange pekoe,
pekoe and cut-black tea. Label.
© 29May52; KK74034.

MCCRAY REFRIGERATOR COMPANY ©.
Now watch your dairy sales go up.
McCrays Koldflo. (Refrigeration
equipment) Adv. from Meat mer-
chandising, Nov. 1951, p. 15.
Appl. author: E. L. Meier, Jr.
© 1Nov51; KK69615.

Our McCray Koldflo keeps more dough
retarded longer. (Refrigeration
equipment) Adv. from Bakers'
helper, Nov. 10, 1951, p. 20.
Appl. author: E. L. Meier, Jr.
© 10Nov51; KK69613.

Specified for profit planning, McCray
Koldflo. (Refrigeration equipment)
Adv. from Chain store age, Nov.
1951, p. 166. Appl. author:
E. L. Meier, Jr. © 30Oct51;
KK69614.

MCDUGALL, BEN M.
Kennard engineered cooling towers.
KK70913. SEE Kennard Corporation.

Kennard engineered heating and
ventilating blower units. KK69999.
SEE Kennard Corporation.

MCGAHEN, RICHARD H.

Hand made chrome plated steel saddle stamps. KK70907. SEE Crafttool Company.

Lucky 7 kit. KK69984. SEE Crafttool Company.

MCGILL, ANDREW D.

Dependable solid glass casting and spinning rods. KK73003. SEE Wright and McGill Company.

MACGILLIVRAY, JOHN H.

Planned watering for greater yields in the garden ... Watering pays off in the garden. KK69422. SEE Wisconsin Advertising Service.

MCGOWN, PEARL K.

Dear Hookraftsman. KK69163 ... SEE McGown (Pearl K.) inc.

The dye dabblers. KK69167 ... SEE McGown (Pearl K.) inc.

MCGOWN (PEARL K.) INC. ©.

Dear Hookraftsman. (Hooked rug patterns) Sheet. Appl. author: Pearl K. McGown.

© 15Sep51; KK69163.

© 15Oct51; KK69164.

© 15Nov51; KK69165.

© 15Dec51; KK69166.

cno. 1. © 1Jan52; KK71705.

cno. 2. © 1Jan52; KK71706.

© 15Jan51; KK71707.

© 15Feb52; KK71708.

© 15Mar52; KK71709.

The dye dabblers. (Dyeing hooked rug designs) Sheet. Appl. author: Pearl K. McGown.

© 15Sep51; KK69170.

© 15Oct51; KK69169.

© 15Nov51; KK69168.

© 15Dec51; KK69167.

© 15Jan52; KK71710.

© 15Feb52; KK71711.

© 15Mar52; KK71712.

MCGRANE, H. F. ©.

You may become a certified McGrane processor. Dr. McGrane full denture procedure. Adv. from Dental Laboratory Review, Jan. 1951, p. 12-13. © 10Jan51; KK70993.

MCGRATH, JACK.

Famous slugger year book: 1952. KK73126. SEE Hillfrich and Bradsby Company, inc.

MCGRAW ELECTRIC COMPANY ©.

Happy the bride who hints for one, or all three of these wonderful gifts. Toastmaster, Manning-Bowman, Everhot. (Toaster, blanket, combination grill) Adv. from Modern bride magazine, summer 1952, p. 66. Appl. author: Frederick J. Wachter. © 4Apr52; KK74871.

3 fine lines, 1 great standard. Toastmaster, Everhot, Manning-Bowman. (Toaster, roaster oven, waffle baker) Adv. from Retailing daily, Apr. 17, 1952, p. 36. Appl. author: Frederick J. Wachter. © 17Apr52; KK74869.

3 fine names under one leadership. Toastmaster, Manning-Bowman, cando Everhot. (Roaster-oven, combination grill) Adv. from Retailing daily, Feb. 21, 1952, p. 25. Appl. author: Frederick J. Wachter. © 21Feb52; KK74870.

MCGRAW ELECTRIC COMPANY. CLARK DIVISION ©.

Now the famous Toastmaster name on two types of automatic water heaters. New economy in electricity. New speed in gas. Adv. from Plumbing and heating journal, Feb. 1952, p. 31. Appl. author: Frederick J. Wachter. © 2Feb52; KK71389.

Service rated for more hot water per hour with gas. Toastmaster, a fine name in appliance merchandising is now on two types of automatic water heaters. Loads of hot water and only 63¢ a week for electricity. Adv. from Plumbing & heating journal, Mar. 1952, p. 17. Appl. author: Frederick J. Wachter. © 2Mar52; KK73239.

Toastmaster, one great name on two types of automatic water heaters. Trouble-free performance with electricity means these water heaters stay sold. Service rating with gas sells water heaters for you. Adv. from Electrical merchandising, Apr. 1952, p. 171. Appl. author: Frederick J. Wachter. © 1Apr52; KK73238.

We like gas best. Scotch Knight automatic gas water heater. Toastmaster automatic electric water heater. Adv. from Small homes guide, 27th ed., p. 157. Appl. author: Frederick J. Wachter. © 15Nov51; KK68992.

MCGRAW ELECTRIC COMPANY. MANNING-BOWMAN DIVISION ©.

Announcing the Manning-Bowman special 10" oscillating fan. America's biggest value. Adv. from Electrical merchandising, Mar. 1952, p. 22-23. Appl. author: Frederick J. Wachter. © 1Mar52; KK72266.

Manning-Bowman Super-Power electric mixer, always ready to use. Folder. Appl. author: J. D. Elgin. © 4Jan52 (in notice: 1951); KK69461.

Sell summer comfort at an amazing low price! Manning-Bowman special 10-inch oscillating fan. Sheet. Appl. author: J. D. Elgin. © 17Jan52; KK69651.

Treat yourself to new summer comfort. Manning-Bowman special 10 inch oscillating fan. Sheet. Appl. author: J. D. Elgin. © 28Mar52; KK71789.

MCGRAW ELECTRIC COMPANY. TOASTMASTER PRODUCTS DIVISION ©.

Another wedding, another sale. Toastmaster automatic pop-up toaster. Adv. from Electrical dealer, May 1952, p. 65. Appl. author: Frederick J. Wachter. © 1May52; KK74389.

Are you passing up waffle profits as high as 79%? Toastmaster automatic waffle baker. Adv. from Chain store age, Mar. 1952, p. 4. Appl. author: Frederick J. Wachter. © 5Mar52; KK71629.

Cut serving time with the point-of-service Toastmaster roll and food warmer. Adv. from Chain store age, May 1952, p. 48. Appl. author: Frederick J. Wachter. © 5May52; KK74391.

It's never too late. Any time's a fine time. The Toastmaster toaster is always ready with toast that's fresh, crisp ... Adv. from the Saturday evening post, Mar. 15, 1952, p. 152. Appl. author: Frederick J. Wachter. © 12Mar52; KK73242.

Lasting answer to the burning question. Toastmaster automatic pop-up toaster. Adv. from Saturday evening post, Dec. 8, 1951, p. 155. Appl. author: Frederick J. Wachter. © 5Dec51; KK69769.

Lighting your way to toaster profits. In almost every kind of merchandise you carry there's usually one standout ... Toastmaster automatic pop-up toaster. Adv. from Housewares review, Mar. 1952, p. 21. Appl. author: Frederick J. Wachter. © 25Feb52; KK71627.

Lowest prices in years during Toastmaster's liberal trade-in offer. (Toaster, waffle baker) Adv. from Restaurant equipment dealer, May 1952, p. 4-5. Appl. author: Frederick J. Wachter. © 25Apr52; KK74387.

Lowest prices in years during Toastmaster's liberal trade-in offer. (Toasters) Adv. from the Modern hospital, May 1952, p. 115. Appl. author: Frederick J. Wachter. © 1May52; KK74388.

Lowest prices in years during Toastmaster's liberal trade-in offer. Get up to \$30 for your old toaster; up to \$15 for your old waffle baker. Adv. from Restaurant management, Apr. 1952, p. 6-7. Appl. author: Frederick J. Wachter. © 5Apr52; KK73248.

Makes every slice perfect every time. When you use the dependable Toastmaster toaster, you enjoy all the savings that perfect toast can bring. Adv. from Mountain & fast food service, Feb. 1952, p. 29. Appl. author: Frederick J. Wachter. © 30Jan52; KK73241.

Mirror of America, a. m. It may be an on-the-fly breakfast for the man of the house. But it's satisfying nonetheless, for Toastmaster toast is crisp, golden-brown ... Adv. from the Saturday evening post, Apr. 19, 1952, p. 200. Appl. author: Frederick J. Wachter. © 16Apr52; KK73243.

Mobile Toastmaster roll & food warmers deliver oven-fresh foods to Faulkner Hospital patients. Adv. from the Modern hospital, Apr. 1952, p. 116-117. Appl. author: Frederick J. Wachter. © 1Apr52; KK73246.

Ring up more profit. Toastmaster roll and food warmers speed service and cut labor costs. Adv. from Institutions, Apr. 1952, p. 125. Appl. author: Frederick J. Wachter. © 5Apr52; KK73245.

3 fine names under one leadership. Everhot and Manning-Bowman, long fine appliance names in their own right, now join with Toastmaster as members of the McGraw Electric Company family. (Electric appliances) Adv. from Electrical merchandising, Jan. 1952, p. 46-47. Appl. author: Frederick J. Wachter. © 1Jan52; KK71630.

Toastmaster roll and food warmers help earn the name Miracle Restaurant for Van de Kamp's on Los Angeles' miracle mile. Adv. from Restaurant equipment dealer, Feb. 1952, p. 6-7. Appl. author: Frederick J. Wachter. © 25Jan52; KK71628.

Toastmaster roll and food warmers keep 43,200 rolls per month hot and delicious for Clark's Yorktown at only \$5.55. Adv. from Restaurant equipment dealer, Apr. 1952, p. 4-5. Appl. author: Frederick J. Wachter. © 25Mar52; KK73247.

Toastmaster roll and food warmers speed service for Dewey's, America's largest hot dog stand. Adv. from Restaurant equipment dealer, Dec. 1951, p. 52-53. Appl. author: Frederick J. Wachter. © 25Nov51; KK68995.

Toastmaster toasters help London House keep food quality high. London House at the bridge ... Appl. author: Frederick J. Wachter. Adv. from Food service news, May 1952, p. 6-7. © 1May52; KK74390.

Toasts more than 500 half-buns an hour. In less than a foot of counter space. (Toaster) Adv. from Institutions, May, 1952, p. 174. Appl. author: Frederick J. Wachter. © 5May52; KK74392.

MCGRAW ELECTRIC COMPANY. TOASTMASTER PRODUCTS DIVISION ©. Cont'd.

Toasts more than 250 half-buns an hour. Toastmaster bun toaster. Adv. from Institutions, Dec. 1951, p. 89. Appl. author: Frederick J. Wachter. © 15Nov51; KK68996.

MCGRAW ELECTRIC COMPANY. TROPIC-AIRE, INC.

Accessories for Everhot deluxe roaster. Sheet. Appl. author: J. D. Elgin. © 13Dec51; KK70461.

Enjoy Tropic-Aire comfort for instant warmth, added convenience. Fan, heater & air circulator. Sheet. Appl. author: J. D. Elgin. © 18Apr52; KK73148.

Everhot Rangette. Compact cooking at its best. (Rangette, electric) Sheet. Appl. author: J. D. Elgin. © 18Feb52; KK70624.

Everhot Rangette, compact cooking at its best. Here is the real answer to cooking in close quarters. Sheet. Appl. author: Frederick J. Wachter. © 15Feb52; KK73240.

Everhot Roasterette. AC/DC model 858. Combines a casserole, deep-well cooker, baker, and small roaster. Sheet. Appl. author: J. D. Elgin. © 4Apr52; KK72316.

Sleep as you've never slept before. Everhot automatic electric blanket. Adv. from the Saturday evening post, Nov. 17, 1951, p. 13. Appl. author: Frederick J. Wachter. © 7Nov51; KK68991.

Tropic-Aire all purpose fan, heater & air circulator. Model 912. Sheet. Appl. author: J. D. Elgin. © 4Feb52; KK70158.

Tropic-Aire Ray Vector room heater. Sheet. Appl. author: J. D. Elgin. © 18Feb52; KK70619.

You and your kitchen deserve the best. These appliances offer you carefree convenience, enduring quality and hours more leisure. Everhot cooking appliances. Folder. Appl. author: J. D. Elgin. © 17Apr52; KK73147.

MCGUINNESS, CHARLES D.

Apple J11. KK74669. SEE Yakima Valley Grape Growers Association.

Twin Peaks brand Washington State apple juice. KK69048. SEE Yakima Valley Grape Growers Association.

Twin Peaks brand Washington State pure Concord grape juice. KK69049. SEE Yakima Valley Grape Growers Association.

MCKEE, Albert Henry, t.a. National Detergent Products. SEE National Detergent Products.

MCKEEHAN, JOHN M.

It's absolutely Jiff-ee quick action. KK70908. SEE Jiff Chemical Corporation.

MCKESSON AND ROBBINS, INC. ©.

Book of sundries: 1952. 220 p. © 14Mar52; KK72860.

Get it straight, get Chapin & Gore. (Whiskey) Adv. from Chicago daily tribune, Mar. 4, 1952, p. 3. Appl. author: Erwin, Wasey & Co., inc. © 4Mar52; KK71114.

Get it straight; get Chapin & Gore. Ages a full five years ... Old Reserve straight bourbon whiskey. Adv. from Chicago herald American, Apr. 4, 1952, p. 22. Appl. author: Erwin, Wasey & Co., inc. © 4Apr52; KK73065.

Get it straight; get Chapin & Gore. Bourbon fanciers particularly appreciate the delicate flavor of this old-time sour mash bourbon. (Whiskey) Adv. from Chicago daily sun-times, Mar. 20, 1952, p. 66. Appl. author: Erwin, Wasey & Co., inc. © 20Mar52; KK72195.

Get it straight; get Chapin & Gore. Enjoy its good rich taste, its heartiness, its full-aged flavor. (Whiskey) Adv. from Chicago herald-American, Apr. 11, 1952, p. 20. Appl. author: Erwin, Wasey & Co., inc. © 11Apr52; KK73064.

Get it straight get Chapin & Gore. Get a heartier flavored bourbon ... Old Reserve straight bourbon whiskey. Adv. from Chicago herald American, Mar. 7, 1952, p. 22. Appl. author: Erwin, Wasey & Co., inc. © 7Mar52; KK73541.

Get it straight; get Chapin & Gore. It's Kentucky bourbon with the robust, hearty flavor ... (Whiskey) Adv. from Chicago daily sun times, Apr. 3, 1952, p. 68. Appl. author: Erwin, Wasey & Co., inc. © 3Apr52; KK72191.

Get it straight, get Chapin & Gore. Old Reserve straight bourbon whiskey. Adv. from Chicago daily tribune, Apr. 4, 1952, pt. 4, p. 2. Appl. author: Erwin, Wasey, & Co., inc. © 4Apr52; KK74142.

Get it straight get Chapin & Gore. Old Reserve straight bourbon whiskey. Adv. from the Miami herald, Apr. 4, 1952, p. 5-D. Appl. author: Erwin, Wasey & Co., inc. © 4Apr52; KK73535.

MCMAHON AND MORSE.

Advertising-promotion service. KK68833 ... SEE Super Market Institute.

MCMANUS, Charles, Eileen Cortney Windle and V. Dewey Windle, a partnership comprising Eileen Cortney Company. SEE Cortney (Eileen) Company.

MACMANUS, JOHN AND ADAMS, INC.

Beautyware plumbing fixtures. Ready reference file for builders and architects. KK74786. SEE Briggs Manufacturing Company.

Best house in the block. KK71064. SEE Briggs Manufacturing Company.

Briggs Beautyware in color ... KK71065 ... SEE Briggs Manufacturing Company.

Build lasting value into your homes with Briggs Beautyware in color. KK74180. SEE Briggs Manufacturing Company.

New designs! New features! New beauty! Here is the brilliant new line of Briggs Beautyware formed steel bathtubs and lavatories! KK73912. SEE Briggs Manufacturing Company.

Now glamorous new styling in the finest modern fashion Briggs Beautyware plumbing fixtures in color. KK73915. SEE Briggs Manufacturing Company.

Now, Stegmaier's Gold Medal beer, our finest beer in 94 years. Packed in the new 3-way Kooler-Kit. KK69547. SEE Stegmaier Brewing Company.

Science developed formed steel Briggs Beautyware proved it the ideal base for porcelain enamel! KK73916. SEE Briggs Manufacturing Company.

Technical information. Briggs Beautyware formed steel is the perfect base in porcelain enamel. KK73913. SEE Briggs Manufacturing Company.

Wake up and smile with a new bathroom of Briggs Beautyware. KK70910. SEE Briggs Manufacturing Company.

MADER, A. C. ©.

Announcing our happy marriage. (Cigarettes) Label. © 26Jan52; KK70816.

Announcing the arrival of our baby girl. (Cigarettes) Label. © 26Jan52; KK70815.

Announcing the arrival of our baby boy. (Cigarettes) Label. © 28Jan52; KK70817.

MAGNA ENGINEERING CORPORATION ©.

The new handyman for every home, farm and service shop. Shopsmith, the complete power workshop. 15 p. © 2Jan52; KK73046.

MAIDEN FORM BRASSIERE COMPANY, INC. ©.

I dreamed I got caught in the rain in my Maidenform bra. Adv. from Cosmopolitan, Apr. 1951, p. 21. Appl. author: William H. Weintraub & Co., inc. © 23Mar51; KK71138.

I dreamed I joined the circus in my Maidenform bra. (Brassieres) Adv. from Life, Feb. 25, 1952, p. 14. Appl. author: William H. Weintraub & Co., inc. © 22Feb52; KK71320.

I dreamed I led the Easter parade in my Maidenform bra. (Brassieres) Adv. from McCall's magazine, Apr. 1952, p. 10. Appl. author: William H. Weintraub & Co., inc. © 21Mar52; KK72731.

I dreamed I sang Carmen in my Maidenform bra. (Brassieres) Adv. from Seventeen, Dec. 1951, p. 4. Appl. author: William H. Weintraub & Co., inc. © 1Dec51; KK71303.

I dreamed I starred on television in my Maidenform bra. Adv. from Cosmopolitan, Nov. 1951, p. 20. Appl. author: William H. Weintraub & Co., inc. © 22Oct51; KK71135.

I dreamed I stopped at a sidewalk cafe in my Maidenform bra. Adv. from Today's woman, May 1952, p. 16. Appl. author: William H. Weintraub & Co., inc. © 23Apr52; KK73415.

I dreamed I was a mermaid in my Maidenform bra. Adv. from Cosmopolitan, Aug. 1951, p. 9. Appl. author: William H. Weintraub & Co., inc. © 25Jul51; KK71137.

I dreamed I was Cinderella in my Maidenform bra. Adv. from Cosmopolitan, June 1951, p. 20. Appl. author: William H. Weintraub & Co., inc. © 25May51; KK71136.

I dreamed I went to the races in my Maidenform bra. (Brassieres) Adv. from Ladies' home journal, June 1952, p. 68. Appl. author: William H. Weintraub & Co., inc. © 28May52; KK74083.

MAIN STREET FASHIONS, INC. ©.

A Main Street exclusive, completely reversible. Wear it in the best weather and be prepared for the worst. (Raincoats) Label. Appl. author: Norman Zeiler. © 4Mar52; KK71263.

MAINTENANCE ENGINEERING COMPANY ©.

A patch in time. Mecoment, the better topping for concrete floors. Folder. Appl. author: Joseph P. Tyrrell. © 4Apr52; KK72839.

Should bituminous pavements be sealed? Mecó Surface Seal, black, magic for bituminous paving. Folder. Appl. author: Joseph P. Tyrrell. © 18Mar52; KK71434.

MAINTENANCE SUPPLY COMPANY OF SOUTHERN CALIFORNIA.

Jewel, the gem of maintenance products. (Janitorial supplies) Label. Appl. author: Harold Bregman. © Harold Bregman, d.b.a. Maintenance Supply Company of Southern California; 19Nov51; KK69976.

MAISH (JAY H.) COMPANY.

A progress report on liquid fertilizer. KK68981. SEE Na-Churs Plant Food Company.

MAJESTIC MANUFACTURING COMPANY ©.

Winter, I'm radiant coal heat. Use me for winter hot kitchen heat as well as cooking and baking heats. Summer, I'm cool electric heat... (Ranges) Adv. from Country gentleman, Mar. 1952, p. 105. Appl. author: Warner, Schulenburg, Todd & Associates, inc. © 22Feb52; KK70906.

MALTEX COMPANY ©.

Maypl Oats, the new cracked oat cereal. Label. © 10Dec51; KK68919.

MANATEE CHEMICALS, INC. ©.

Rust-Out for silk, wool, cotton, linen. Makes rust stains disappear. Harmless to fabrics and fast colors when used as directed. Label. Appl. author: Henry George Newman. © 15Mar52; KK71964.

MANCINI, SERAFINO J.

Mancini spaghetti sauce with meat. KK73860. SEE Mancini Foods, inc.

MANCINI FOODS, INC. ©.

Mancini spaghetti sauce with meat. Net wt. 15 1/2 oz. Label. Appl. author: Serafino J. Mancini. © 21May52; KK73860.

MANHATTAN SHIRT COMPANY ©.

Begorra, they're like sons of the old sod. Manhattan. (Men's shirts) Adv. from True magazine, Apr. 1952, p. 64. Appl. author: Chase Small. © 25Mar52; KK73516.

Checkmates. It's your move to the latest in fashionable cotton sport-shirts. Adv. from True magazine, May 1952, p. 57. Appl. author: Norris Konheim © The Manhattan Shirt Co.; 25Apr52; KK72968.

Fill his chair with cheer. (Men's shirts) Adv. from the Saturday evening post, Dec. 8, 1951, p. 104. Appl. author: Chase Small. © The Manhattan Shirt Co.; 28Nov51; KK69798.

For your fine-feathered friends. Our designers captured the brilliant colors of wild game-bird plumage... in matching pajamas and undershorts. Adv. from Time magazine, Dec. 3, 1951, p. 33. Appl. author: Chase Small. © The Manhattan Shirt Co.; 29Nov51; KK69797.

How to tie a beau. Around his neck and near his heart. Manhattan. (Men's shirts) Adv. from the Saturday evening post, Feb. 2, 1952, p. 90. Appl. author: Henry Kane. © The Manhattan Shirt Co.; 30Jan52; KK70876.

Look at the lucky reindeer. He can wear all of these new Manhattan ties at once. Adv. from Time magazine, Dec. 10, 1951, p. 47. Appl. author: Chase Small. © The Manhattan Shirt Co.; 6Dec51; KK69796.

This convertible goes anywhere. Manhattan. (Men's shirts) Adv. from Look magazine, May 20, 1952, p. 69. Appl. author: Morris Konheim. © 6May52; KK74207.

Tough guy. In this corner a real champion. Goes under the name of Span. So tough that Manhattan guarantees the collar will outlast the body of the shirt. Adv. from the Saturday evening post, Mar. 8, 1952, p. 111. Appl. author: Chase Small. © 5Mar52; KK71683.

Variations on a smart theme. Here, we've created a three-part harmony in striped shirts. Manhattan. (Men's shirts & ties) Adv. from Time magazine, Mar. 24, 1952, p. 39. Appl. author: Chase Small. © 20Mar52; KK73545.

MANHEIM MANUFACTURING AND BELTING COMPANY ©.

Veelink, the adjustable V-belt. Pamphlet. Appl. author: Foltz-Wessinger, inc. © 28Dec51 (in notice: 1952); KK69630.

Veelos, the adjustable V-belt. Pamphlet. Appl. author: Foltz-Wessinger, inc. © 28Dec51 (in notice: 1952); KK69629.

What do you do when it takes hours, sometimes days, to change belts? Veelos. (V-belts) Folder. Appl. author: Foltz-Wessinger, inc. © 28Dec51; KK69609.

What do you do when you don't have the right size belt in stock? Veelos. (V-belts) Folder. Appl. author: Foltz-Wessinger, inc. © 28Dec51; KK69610.

What do you do when your belts get loose or break? Veelos. (V-belts) Folder. Appl. author: Foltz-Wessinger, inc. © 28Dec51; KK69611.

MANN, DAVID.

Imperial handkerchiefs, full size. The smartest thing in your pocket. How to fold a pocket handkerchief, for a well-groomed look. KK69378. SEE Mann and Brothers, inc.

MANN AND BROTHERS, INC. ©.

Imperial handkerchiefs, full size. The smartest thing in your pocket. How to fold a pocket handkerchief, for a well-groomed look. Label. Appl. author: David Mann. © 30Nov51; KK69378.

MANN-ELLIS, INC.

If it's Foam rubber, we have it. KK74437. SEE Foam Rubber Center. Singin' in the rain. KK71298. SEE Gem Rubber Corporation. Special sale - Foam rubber center now offers top quality pieces at rock-bottom prices. KK74056. SEE Foam Rubber Center. Special sale, join in Foam Rubber Center's wrought iron festival. KK74138. SEE Foam Rubber Center.

MANNING, REGINALD W.

Primitives, for a lovely lady. (Jewelry) Folder. © Reginald W. (Reg) Manning; 9Jun52; KK74909.

MANNING-BOWMAN Division, McGraw Electric Company. SEE McGraw Electric Company. Manning-Bowman Division.**MANN'S CANDIES ©.**

Almond toffee ice cream. Poster. © 15Mar52; KK72018. Butter chip ice cream. Poster. © 15Mar52; KK72021. Lemon Stick ice cream. Poster. © 15Mar52; KK73181. Peppermint stick ice cream. Poster. © 15Mar52; KK72020. Rocky road ice cream. Poster. © 15Mar52; KK72019.

MANSFIELD SHOES.

Something new to catch your eye, and hers! Here's a husky, carefree shoe with more comfort than even you can use. Adv. from True, Nov. 1951, p. 67. Appl. author: Young & Rubicam, inc. © Mansfield Shoes (Commonwealth Shoe & Leather Co.); 26Oct51; KK70418.

This year, your eyes and feet say wine. Mansfield Winetones. (Shoes) Adv. from True, Oct. 1951, p. 67. Appl. author: Young & Rubicam, inc. © Mansfield Shoes (Commonwealth Shoe & Leather Co.); 21Sep51; KK70248.

MANSURE (E. L.) COMPANY ©.

Now, the original linen reinforced glass fiber seaming tape, available to do a better, faster job for you. Adv. from Retailing daily, Jan. 9, 1952, p. 50. Appl. author: George H. Hartman Company. © 9Jan52; KK69334.

MANUFACTURER'S BANK AND TRUST COMPANY ©.

Money from us works for you 60 seconds every minute. (Bank) Adv. from Neighborhood news, Mar. 20, 1952, p. 11. Appl. author: Warner, Schulenburg, Todd & Associates, inc. © 20Mar52; KK72452.

MANUFACTURERS PROCESSING COMPANY ©.

Degreaser operation manual. Do's and don'ts for safety, economy, and clean work. (Cleaning compound) 23 p. Appl. author: Advisors, inc. © 14Sep51; KK70829.

MANY, BLANC AND COMPANY, INC. ©.

For a cordial holiday season give Du Bouchett Many, Blanc cordials smartly gift-wrapped by your dealer. Adv. from Colliers, Dec. 22, 1951, p. 43. Appl. author: William H. Weintraub & Co., inc. © 14Dec51; KK72366

MAPES, Frank I., d.b.a. Top Grade Egg Producers of America. SEE Top Grade Egg Producers of America,**MARATHON CORPORATION ©.**

Bang's ice cream, butter pecan, one pint liquid. Label. Appl. author: Rolf Wiprud. © 15May52; KK73967. Bang's ice cream, chocolate marshmallow, one pint liquid. Label. Appl. author: Rolf Wiprud. © 15May52; KK73969. Bang's ice cream S. V. P., one pint liquid. Label. Appl. author: Rolf Wiprud. © 15May52; KK73966. Bang's ice cream, vanilla, one pint liquid. Label. Appl. author: Rolf Wiprud. © 15May52; KK73968. Frozen dessert. Chocolate. One pint liquid. Label. Appl. author: Ray Woita. © 3Mar52 (in notice: 1951); KK71696. Frozen dessert. Pineapple. One pint liquid. Label. Appl. author: Ray Woita. © 3Mar52 (in notice: 1951); KK71695. Frozen dessert. Strawberry. One pint liquid. Label. Appl. author: Ray Woita. © 3Mar52 (in notice: 1951); KK71697. Frozen dessert. Vanilla. One pint liquid. Label. Appl. author: Ray Woita. © 3Mar52 (in notice: 1951); KK71694.

MARCALUS MANUFACTURING COMPANY, INC. ©.

Large 2 ply dinner size Marcal soft beautiful napkins. Label. © 28Dec51; KK73697. Marcal Hankies facial tissues. Large 10 x 10 size. Label. © 14Mar51; KK69606.

MARCUS, RAYMOND F.

Here's Dottie Doeskin for your own puppet show. KK72562. SEE Doeskin Products, inc.

MARIE-DESIGNER, INC. ©.

Are you relaxing? Join the thousands who are relaxing in this famous chair. Contour Chair Lounge. Adv. from Tele-views, Apr. 1952, p. 40. © 1Mar52; KK71112.

MARIE-DESIGNER, INC. ©. Cont'd.

As little as \$10.65 a month buys the world's most restful chair. The world's only Contour Chair-Lounge. Adv. from Los Angeles examiner, Sept. 10, 1951, p. 7. © 10Sep51; KK71882.

The case of the aching back. How the victim made a miraculous recovery. The Contour Chair-Lounge. Adv. from Daily news, Los Angeles, Jan. 15, 1951, p. 8. © 15Jan51; KK71866.

The case of the barking dogs. The Contour chair-lounge. Adv. © 9Jan51; KK70143.

The case of the fading beauty. The victim made a miraculous recovery. The Contour Chair-Lounge. Adv. from Los Angeles examiner, Jan. 8, 1951, p. 8. © 8Jan51; KK71889.

The case of the loaded feet. Sit down, take a load off your feet, is an old expression. The Contour Chair-Lounge. Adv. from Los Angeles times, Feb. 26, 1951, p. 25. © 26Feb51; KK71871.

The case of the missing kink. Haven't you often gotten up from your so-called easy chair with a kink in your back? The Contour Chair-Lounge. Adv. from the Mirror, Los Angeles, Feb. 22, 1951, p. 6. © 22Feb51; KK71868.

The case of the mistaken identity. Many, many thousands of the Contour Chair-Lounge have been sold to people in all parts of the United States. Adv. from Los Angeles times, Feb. 14, 1951, p. 11. © 14Feb51; KK71874.

The case of the tired tycoon. Day after day of unremitting toil ... The Contour Chair-Lounge. Adv. from Pasadena independent, Pasadena, Calif., Jan. 7, 1951. © 7Jan51; KK71867.

The case of the tortured body. The Contour-chair-lounge. Adv. © 19Feb51; KK70142.

Consider the comfort of functional contemporary. So-called easy chairs belong to yesteryear. World's only Contour Chair-Lounge. Adv. from Arts and Architecture, Mar. 1952. © 1Mar52; KK71385.

The difference between just sitting and relaxing is the Contour Chair-Lounge. Spend just 5 minutes in a Contour Chair-Lounge ... Adv. from Los Angeles times, Mar. 6, 1951, p. 11. © 6Mar51; KK71873.

Don't take less than 100% relaxation. Contour Chair Lounge. Adv. from Los Angeles times, June 19, 1951. © 19Jun51; KK70589.

Enjoy a merry Christmas in a Contour. World's only Contour chair-lounge. Adv. from the Mirror, Los Angeles, Dec. 18, 1951. © 18Dec51; KK70653.

Everybody needs a Contour Chair-Lounge. You may not have thought about it, but the three important things that keep your body functioning are food, water and rest. Adv. from Daily news, Los Angeles, Apr. 2, 1951, p. 9. © 2Apr51; KK71869.

Farthingham Greathouse III never really knew. Contour Chair-Lounge. Adv. from Los Angeles examiner, Dec. 3, 1951, p. 13. © 3Dec51; KK71887.

For Mother to show her that you really care. The Contour Chair Lounge. Adv. from Los Angeles times, May 8, 1951. © 7May51; KK70590.

For your greater convenience, we announce the opening of a new Contour Chair-Lounge salon in Beverly Hills. Adv. © 11Apr51; KK71885.

Give Dad the relaxing miracle for Father's Day. World's only Contour Chair-Lounge. Adv. © 28May51; KK71886.

Grand opening. Why everyone needs a Contour Chair Lounge. Adv. from Los Angeles times, July 10, 1951. © 10Jul51; KK70587.

Holiday of dreams for dad on Father's Day. (Contour chair) Adv. from the Mirror, Los Angeles, June 3, 1952, p. 4. © 3Jun52; KK74075.

Honey, this is the life. I could hardly wait to get home. World's only Contour Chair-Lounge. Adv. from Life, Feb. 11, 1952, p. 93. © 8Feb52; KK72626.

How to relax and enjoy life. The Contour Chair-Lounge is designed to fit your body. Adv. from the Mirror, Los Angeles, Jan. 2, 1952, p. 45. © 2Jan52; KK71888.

I got one too this Xmas. Contour Chair Lounge. Adv. from Los Angeles examiner, Jan. 7, 1952. © 7Jan52; KK70595.

The ideal gift for Mother's Day. World's only Contour chair-lounge. Adv. from Los Angeles times home magazine, Apr. 27, 1952, p. 33. © 27Apr52; KK73344.

If you're not sitting in a Contour Chair-Lounge, you're not relaxing. Spend just 5 minutes in a Contour Chair-Lounge ... Adv. © 7Mar51; KK71870.

A joy to use, a joy to see and so easy to own. The world's only Contour Chair-Lounge. Adv. from Los Angeles times, Sept. 10, 1951, drama section, p. 6. © 10Sep51; KK71883.

The key to relaxation. World's only Contour Chair-Lounge. Adv. from Los Angeles times home magazine, Apr. 6, 1952, p. 26. © 6Apr52; KK72465.

Look for the trade-mark on the back. World's only Contour chair-lounge. Adv. from Los Angeles times, Nov. 12, 1951, p. 11. © 12Nov51; KK70656.

Make life easier, happier in a Contour Chair Lounge. Adv. from Daily news, Los Angeles, Apr. 3, 1951. © 3Apr51; KK70594.

Makers of world famous Contour Chair-Lounge present the Contour-ette. Now you can relax. Adv. from Ladies' home journal, Mar. 1952, p. 85. © 28Feb52; KK71881.

Makers of world famous Contour Chair Lounge present the Contour-ette. Now you can relax. Adv. from Life, Mar. 10, 1952, p. 13. © 7Mar52; KK72611.

Makers of, world's only Contour Chair-Lounge present the Contour-ette. Adv. from the Esquire, Apr. 4, 1952, p. 21. © 7Mar52; KK72463.

Makers of the world's only Contour Chair-Lounge present the Contour-ette. By far the best chair in the low-priced field. Adv. from Pasadena independent, Pasadena, Calif., Aug. 19, 1951, p. 9. © 19Aug51; KK72625.

Makes you relax! Contour Chair Lounge. Adv. from Los Angeles evening herald & express, Apr. 27, 1951. © 27Apr51; KK70593.

A message of importance to your health. World's only Contour chair-lounge. Adv. from Pasadena (Calif.) independent, Aug. 21, 1951, p. 7. © 21Aug51; KK70654.

A modern Christmas fable. Contour Chair Lounge. Pamphlet. © 18Oct51; KK68871.

Now is the time to get the chair you've always wanted. The world's only Contour chair-lounge. Adv. from Los Angeles even'g herald & express, Sept. 17, 1951, p. A-3. © 17Sep51; KK70651.

Now you can get a Contour right here in Glendale at Contour Chair Salon. 212 no. brand. Adv. from Los Angeles examiner, Feb. 6, 1952. © 6Feb52; KK70888.

The queen for '52. World's only Contour Chair-Lounge presents the new Queen line. Adv. from the Esquire, May 5, 1952, p. 129. © 9Apr52; KK72464.

Relax, give your heart a break! Contour chair-lounge. Adv. from Los Angeles even'g herald & express, July 25, 1951, p. C-8. © 17Jul51; KK70650.

Relax, to your heart's content! Contour chair-lounge. Adv. from Pasadena (Calif.) independent, July 11, 1951, p. 4. © 10Jul51; KK70652.

Relaxing miracle here. Complete relaxation. Contour Chair Lounge. Adv. from the Mirror, Los Angeles, May 2, 1951. © 2May51; KK70591.

Relaxing miracle here! Contour Chair Lounge. Adv. from Los Angeles evening herald & express, May 1, 1951. © 1May51; KK70592.

Tests prove Contour Chair Lounge gives more rest. Adv. from Daily news, Los Angeles, June 26, 1951. © 25Jun51; KK70588.

There's a Contour for you! World's only Contour chair-lounge. Adv. from Televisions, Feb. 1952, p. 25. © 1Feb52 (in notice: 1951); KK70795.

Use your imagination. Smart home-makers are using the Contour Chair-Lounge to keynote western hospitality. Adv. from Los Angeles times home magazine, May 11, 1952, p. 47. © 11May52; KK73463.

The Valentine gift of a lifetime, a Contour Chair-Lounge. Adv. from Los Angeles evening herald & express, Feb. 7, 1951, p. 12. © 7Feb51; KK71875.

Weren't the holidays terrific? But isn't it wonderful, now, just to relax and enjoy your Contour Chair-Lounge ... Adv. from Los Angeles times home magazine, Jan. 6, 1952. © 6Jan52; KK71880.

Why are modern hospital beds like a Contour Chair-Lounge? Because hospital authorities know the contour posture is more relaxing ... Adv. from Daily news, Los Angeles, Apr. 4, 1951, p. 7. © 4Apr51; KK71884.

You can sit in any chair, but you relax in a Contour Chair-Lounge. This is relaxing. Adv. from Pasadena independent, Pasadena, Calif., Mar. 13, 1951, p. 10. © 13Mar51; KK71872.

You may be starved for rest without knowing why. World's only Contour-lounge. Adv. from Los Angeles times, Aug. 22, 1951, p. 6. © 22Aug51; KK70655.

MARKER, EDWARD M.

How to plan your budget saving. KK70024. SEE Mellon National Bank and Trust Company.

Thermalloy heat treat pots in stock shapes and sizes. X-ray tested. Sizes available. KK68873. SEE American Brake Shoe Company. Electro-Alloys Division.

MARKAL COMPANY.

Waterproof, permanent, fadeproof.
Markal B Paintstik. All purpose
cold surface marker. (Marking
implement) Label. Appl. author:
The Markal Co., Lester Aronberg.
© Lester Aronberg & Bertha L.
Aronberg, d.b.a. The Markal Co.;
17Nov50; KK70155.

MARKEL ELECTRIC PRODUCTS, INC. ©.

Automatic and manual control Fan-Glo
Heetaires ... and the new Thriftee
Heetaires. (Electric heaters)
Sheet. Appl. author: Manus Roizen.
© 13Jun52; KK74859.

For added listening enjoyment with
your Markel Playmaster we offer a
full range pick-up cans; Pfan-tone
full range photo pick-up. Folder.
Appl. author: Manus Roizen.
© 7May52; KK73315.

MARKET INDUSTRIES COMPANY, INC. ©.

The neatest shirt in town. Protected
by Neet, the modern shirt package.
Sheet. Appl. author: Irving Samuel
Johnston. © 20Mar52; KK74223.

MARKINSON, OLE M.

Goody curler and barrette set for
my dolly and me. KK68956. SEE
Goodman (H.) and Sons, Inc.

**MARKWELL MANUFACTURING COMPANY,
INC. ©.**

Markwell S-O Obro stapler. It
staples, it tacks, it pins. Label.
Appl. author: Lou Obstfeld.
© 13Mar52; KK71388.

S-O staples for use in Markwell S-O
Obro staplers. 5000. Label. Appl.
author: Lou Obstfeld. © 2Apr52;
KK72022.

Staple-first, featuring the Markwell
Pacemaker stapler by Lou Obstfeld.
It's bound to hold with Markwell.
Card. © 19Mar52; KK71469.

Staple-first, featuring the Markwell
Pacemaker stapler by Lou Obstfeld.
Markwell staplers are fasten-
ing. Card. © 19Mar52; KK71467.

Staple-first. Markwell fastens
quicker 'n' easier. (Stapling
machines) Sheet. Appl. author:
Lou Obstfeld. © 6Mar51; KK71285.

Teamwork assures world's champion-
ship stapling service. The crafts-
men who make Markwell precision
staples know each and every part of
the Markwell precision stapling
machines. Sheet. Appl. author: Lou
Obstfeld. © 29Apr52; KK72985.

MARLEY, ROBERT C.

Color-keyed refrigerators spark pro-
motion success. International Har-
vester cooperates in Gimbels, Mil-
waukee, better homes festival.
KK69574. SEE International Har-
vester Company.

Not just automatic defrosting ...
KK71381 ... SEE International
Harvester Company.

MARRIOTT, ROBERT H.

What Bowlene does. KK70865.
SEE Climalene Company.

MARSHALL, MARGARET S. ©.

Buy the way, plan your buy, buy your
plan. (Oven range) Adv. from the
News and Observer, Raleigh, N. C.,
Nov. 11, 1951. © 5Aug51; KK72895.

MARSHALL FIELD AND COMPANY ©.

Pace. A tall, tall story, or a tale
of Gulliver. (Wearing apparel and
other merchandise) Adv. from
Chicago daily tribune, Oct. 23,
1951, p. 19-21. © 23Oct51;
KK71181.

Pace. Check list for late Christmas
shoppers. (Wearing apparel and
other merchandise) Adv. from
Chicago daily tribune, Dec. 18, 1951,
p. 19-21. © 18Dec51; KK70898.

Pace. Christmas isn't Christmas with-
out a day at Field's. (Wearing
apparel and other merchandise)
Adv. from Chicago daily tribune,
Nov. 27, 1951, p. 15-17. © 27Nov51;
KK70896.

Pace. Find continental treasures
here. (Wearing apparel and other
merchandise) Adv. from Chicago
daily tribune, Nov. 20, 1951,
p. 15-17. © 20Nov51; KK70895.

Pace. How Uncle Mistletoe met Santa
Claus. (Wearing apparel and other
merchandise) Adv. from Chicago
daily tribune, Dec. 5, 1951, p. 17-
19. © 5Dec51; KK70897.

Pace. This is our birthday. Come in,
we've baked a cake. (Wearing
apparel and other merchandise)
Adv. from Chicago daily tribune,
Jan. 15, 1952, p. 17-22.
© 15Jan52; KK71588.

MARSHALL STEEL COMPANY ©.

Shirt saver, Marshall Steel. (Laun-
dry) Label. Appl. author: Hoefer,
Dieterich & Brown, Inc. © 16Jun52;
KK74891.

MARTIN, EDWARD J.

New J & H standard system has wide
application. KK70270. SEE Jack
and Heintz, Inc.

Successful vaporization-cooled alter-
nator developed. KK74903. SEE
Jack and Heintz, Inc.

Want to cool a generator with a
blanket of steam? KK72140. SEE
Jack and Heintz, Inc.

Want to make a motor sweet and low?
KK70905. SEE Jack and Heintz, Inc.

Want to pare off motor pounds and
multiply performance? KK69439.
SEE Jack and Heintz, Inc.

Want to pocket 3 problems with one
motor? Jack & Heintz does it. Roto-
motive equipment. Did you ever wish
a motor could do more than just
power your product? KK68823. SEE
Jack and Heintz, Inc.

Want to tailor a generator to your
own power pattern? KK70911. SEE
Jack and Heintz, Inc.

What's doing at Jack & Heintz? New
J & H starter. KK71520. SEE
Jack and Heintz, Inc.

MARTIN (JOHN A.) AND COMPANY.

Ideal milk house heater. Thermogray.
(Electric water heater) Sheet.
© John A. Martin, d.b.a. John A.
Martin & Co.; 15May52; KK73982.

MARTIN, LOUIS EARL ©.

Catalina Equipment Company, Los
Angeles, California. (Water skiers.
Water sports equipment) Envelope.
© 15Apr52; KK73159.

Catalina world famous water skis.
Speedster and feather ride.
Sheet. © 4Feb52; KK70831.

MARTIN, RALPH G.

Real-Kill bug killer. KK71516 ...
SEE Cook Chemical Company.

MARTIN, Robert J. and Eugene A. Stuckey,
partnership, Pelicape Sales Company.
SEE Pelicape Sales Company.

MARTIN, ROBERT S.

Nelson's select. KK74911. SEE
Hall, Haas and Vessey, Ltd.

MARTIN, THOMAS C.

Gussie, the goose that lays the
golden egg. KK74684. SEE
Toy Center of America.

MARTIN FABRICS CORPORATION ©.

How to make flattering Martin velvet
rope and ribbon accessories for
smart wear everywhere. 19 p.
© 4Apr52; KK72299.

MARTIN MOTORS ©.

For fishing at its best, get the motor
with the best-for-fishing features.
Martin Aquamatic Twist-Shift.
(Outboard motors) Adv. from Out-
door life, Mar. 1952, p. 13.
Appl. author: Louis Melamed.
© 25Feb52; KK71748.

For fishing at its best, get the
motor with the best-for-fishing
features. Martin Aquamatic Twist-
Shift. Shift-speed-steer with one
hand control. (Outboard motors)
Adv. from Field and stream, Mar.
1952, p. 12-13. Appl. author:
Louis Melamed. © 24Feb52; KK71750.

For fishing at its best, get the
motor with the best-for-fishing
features. Martin Aquamatic Twist-
Shift. Shift-speed-steer with one
hand control. (Outboard motors)
Adv. from True magazine, Mar.
1952, p. 73. Appl. author: Louis
Melamed. © 20Feb52; KK71751.

Go for the big ones with the best.
Martin Aquamatic Twist-Shift.
(Outboard motors) Adv. from Sports
afield, Mar. 1952, p. 55. Appl.
author: Louis Melamed. © 24Feb52;
KK71749.

Look ahead, be ahead, man a Martin.
Best outboards ever built.
(Outboard motors) Adv. from Field
& Stream magazine, Feb. 1951, p. 64-
65. Appl. author: Louis Melamed.
© 21Jan51; KK70368.

Now, Martin gives you Aquamatic
Twist-Shift. Shift-speed-steer,
with one-hand control. Martin
Aquamatic Twist-Shift outboard
motors. Adv. from Field & Stream
magazine, Jan. 1952, inside front
cover. Appl. author: Louis
Melamed. © 24Dec51; KK70369.

Now, Martin gives you Aquamatic
Twist-Shift one hand control of
shift, speed, steering. Martin
Aquamatic Twist-Shift outboard
motors. Adv. from Mechanix
illustrated, Feb. 1952, p. 181.
Appl. author: Louis Melamed.
© 18Jan52; KK70370.

MARY FRANCINE, Sister.

Available now. Religious illustra-
tions printed for the members of
the N. C. K. A. (Twelve religious
illustrations) Poster. © Sister
Mary Francine, S. S. C.; 12Mar52;
KK73128.

MASCARO, ALTHEA HOPE SHISLER.

G-T model Aerifier. KK69807. SEE
West Point Lawn Products.

MASCARO, TOM.

Aerify early in the spring with
the Aerifier. KK71513. SEE
West Point Lawn Products.

For '52 F-G Aerifier triplex gang.
KK69805. SEE West Point Lawn
Products.

For springtime aerification, the
Aerifier. KK73655. SEE West Point
Lawn Products.

We use the Aerifier to reduce thatch
at Seaview. KK72456. SEE West
Point Lawn Products.

We use the Aerifier whenever it
is needed, says Clarence Fry.
KK70449. SEE West Point Law
Products.

MASCARO, TONY.

Aerify early in the spring with
the Aerifier. KK71513. SEE
West Point Lawn Products.

MASCARO, TONY. Cont'd.

For '52 F-G Aerifier triplex gang.
KK69805. SEE West Point Lawn Products.

For springtime aerification, the Aerifier. KK73655. SEE West Point Lawn Products.

We use the Aerifier to reduce thatch at Seaview. KK72456. SEE West Point Lawn Products.

We use the Aerifier whenever it is needed, says Clarence Fry. KK70449. SEE West Point Law Products.

MASCIOTRA, TONY @.

Toni's national daily report. Radio results. Odds on favorites. "Stakes," chops, seafood, poultry, midnight selections. cMenu. Food's Folder. @ 10Dec51; KK68847.

MASON-NEILAN REGULATOR COMPANY @.

Instructions, parts references. No. 73 air pressure regulator. Masonneilan. Sheet. Appl. author: Charles Lawrence Bates. @ 17Mar52; KK71441.

Model 60000-1 manual control panel. Instructions no. 2011. Folder. Appl. author: Alexander Montgomery Thackera. @ 7Feb52; KK70443.

MASON Warner Company. SEE Warner (Mason) Company.

MASTER PRODUCTS COMPANY @.

Dollar days are here at Master's. You'll find dollar days specials and many new, exciting items ... (Office supplies) Folder. Appl. author: Bruce Milliette Stephen. @ 25Apr52; KK73745.

Here's your key to better duplicating. Master's improved, expanded, and complete stencil line. Folder. Appl. author: Bruce Milliette Stephen. @ 28Mar52; KK72437.

January is Master's Resolution Month. (Mimeograph supplies) Folder. Appl. author: Lee E. Fischer. @ 4Jan52; KK69642.

Jim Leland's birthday comes in March. (Mimeograph supplies) Pamphlet. Appl. author: Bruce Milliette Stephen. @ 22Feb52; KK70893.

Master's value circus. Hurry! Hurry! Hurry! To Master's value circus ... (Mimeograph supplies) Folder. Appl. author: Bruce Milliette Stephen. @ 28Mar52; KK72438.

New, sensational, unique; this amazing new Border-Master is yours for only 25¢. (Mimeograph supplies) Sheet. Appl. author: Lee E. Fischer. @ 4Jan52; KK69641.

Q. E. D., that which has been proven! (Mimeograph supplies) Folder. Appl. author: Bruce Milliette Stephen. @ 25Jan52; KK70416.

You save \$3.25 on the new Symbol-Master. (Mimeograph supplies) Sheet. Appl. author: Bruce Milliette Stephen. @ 22Feb52; KK70894.

MASTIC MANUFACTURING CORPORATION @.

Give your home new, enduring beauty ... Asbestos Dura-Mastic. (Protective coating) Folder. @ 1Apr52; KK74186.

Give your home new enduring beauty ... Asbestos Perma-Mastic. Lifetime beauty and protection. (Protective coating) Folder. @ 1Apr52; KK74187.

MATHES (J. M.) INC.

Don't spill it and spoil it. KK74877. Warren (Northam) Corporation.

Experience proves Pittsburgh Color Dynamics produces these 4 important results. KK74650. SEE Pittsburgh Plate Glass Company. Paint Division.

Now available to all American industry, Emery's exclusive ... air procurement service. KK70222. SEE Emery Air Freight Corporation.

No work, no worry, no moths. KK71999. SEE Judson Dunaway Corporation.

Vanish chases this ghost. KK71123. SEE Judson Dunaway Corporation.

MATHISSON AND ASSOCIATES, INC.

Quality since 1855, High Life beer, the champagne of bottle beer. KK74049. SEE Miller Brewing Company.

MATHY, ERNEST LUDWIG.

Here are ten reasons why you too will like this fine welding torch. KK72789. SEE National Welding Equipment Company.

Here's how to operate a National welding or cutting outfit. KK72788. SEE National Welding Equipment Company.

Your thumb can't control 2200 pounds pressure ... KK72969. SEE National Welding Equipment Company.

MATRIX CONTRAST CORPORATION @.

It's simple as A. B. "SEE". Matrix Contrast Service gives its users a product and service that results in an average of over 25% fewer errors on original composition. Adv. from Editor and publisher, Mar. 29, 1952, p. 53. Appl. author: Robert S. Lippoth. @ 29Mar52; KK71917.

A specialist! Yes, Joe the bootblack is a specialist just like your machinists and our Matrix Contrast Service technicians. Adv. from Editor and publisher, Apr. 26, 1952, p. 36. Appl. author: Robert S. Lippoth. @ 26Apr52; KK72690.

MAUTNER AGENCY.

Gay, soft, warm for long winter evenings. KK70647. SEE Handcraft Company.

On Christmas morning the whole family will be wearing welcome gifts. KK70648. SEE Handcraft Company.

Quiet, soft, warm. KK70649. SEE Handcraft Company.

Soft as a snowflake, quiet as a whisper, warm as winter's firelight. KK70646. SEE Handcraft Company.

MAWICKE, TRAN.

New ideas in homemaking. KK70844. SEE General Electric Company.

New vistas for air travel. KK70849. SEE General Electric Company.

MAXON, INC.

All is clear, all is bright. You can put your confidence in General Electric. KK68930. SEE General Electric Company.

Cavalcade of sports ... KK69260 ... SEE Gillette Safety Razor Company.

Electronics research clears way for 2053 TV stations. KK74403. SEE General Electric Company.

Enjoy Gillette's cavalcade of sports. KK71310. SEE Gillette Safety Razor Company.

For extra sales, extra profits, sell Gillette all year round. KK73839. SEE Gillette Safety Razor Company.

For the lucky few who can afford the finest, a longer-wearing nail polish by Peggy Sage. KK74747. SEE Northam Warren Corporation.

Give your home the matchless beauty of famous Williamsburg colors. KK72706 ... SEE Pittsburgh Plate Glass Company.

Have a grandstand seat at America's no. 1 turf classic. KK73833. SEE Gillette Safety Razor Company.

Increased production, higher employee efficiency, lower manufacturing costs with Pittsburgh Color Dynamics. KK74472. SEE Pittsburgh Plate Glass Company. Paint Division.

It's fun to decorate with Pittsburgh's new easy-to-use wall paint. KK72704. SEE Pittsburgh Plate Glass Company.

Keeps homes looking whiter longer. KK72703. SEE Pittsburgh Plate Glass Company.

More fight per pound, more TV per dollar both aided by G-E electronics research in germanium. KK73512. SEE General Electric Company.

New England thrift recognizes value of Pittsburgh Color Dynamics. KK74473. SEE Pittsburgh Plate Glass Company. Paint Division.

Now, gloriously colorful rooms with magic speed and ease. KK74652. SEE Pittsburgh Plate Glass Company. Paint Division.

Now paint rooms more quickly than you ever dreamed possible. KK74479. SEE Pittsburgh Plate Glass Company. Paint Division.

Parke, Davis & Company's 3 year experience with Pittsburgh color dynamics. KK72184 ... SEE Pittsburgh Plate Glass Company.

Pittsburgh Color Dynamics is used by Good Year to reduce eye fatigue. KK74474 ... SEE Pittsburgh Plate Glass Company. Paint Division.

Ring up extra sales at every supermarket cash register, with this brilliant new 1288 Gillette merchandiser. KK73830. SEE Gillette Safety Razor Company.

To start you off on another profit-packed year, Gillette airs Rose Bowl and Orange Bowl games. KK69259. SEE Gillette Safety Razor Company.

Tune in Gillette's Cavalcade of sports broadcast. KK69262 ... SEE Gillette Safety Razor Company.

Watch your profits zoom when Gillette airs Triple Crown races by TV and radio. KK72710 ... SEE Gillette Safety Razor Company.

Your security and well-being strengthened by G-E electronics research ... KK73267. SEE General Electric Company.

MAXWELL ADVERTISING COMPANY.

Heavy duty coil springs for Chevrolet cars. KK74516. SEE Moog Industries, inc.

Hurricane exhaust bi-pass. Made of heavy plate steel. KK74517. SEE St. Louis Products Company.

Moog Dynamizer expands all types of pistons and relieves metal stress too. KK71937. SEE Moog Industries, inc.

Oversize pin intermediate steering arm kit for 1949-50-51 Chevrolets. KK74519. SEE Moog Industries, inc.

Reduce piston breakage with the Moog Dynamizer. KK71936. SEE Moog Industries, inc.

Stop oil? No not completely. KK70801. SEE Moog Industries, inc. Moog Piston Ring Company Division.

There's money in under-the-body repairs. KK71938. SEE Moog Industries, inc.

MAXWELL ADVERTISING COMPANY. Cont'd.
We want you! To try just one set of Moog piston rings. KK74518. SEE Moog Industries, Inc.

MAY, ROBERT L. ©.
Rudolph's second Christmas; a new adventure of Rudolph the red-nosed reindeer. RCA Victor. (Phonograph records) Label. (Little nipper series) © 50Oct51; KK69292.

MAYFAIR MANUFACTURING COMPANY ©.
Mayfair exposure guide for indoor lighting. (Photographic lighting units) Card. © 1Dec51; KK71754.

MEARES, ARTHUR R.
Simple rules for mouth hygiene. KK72748. SEE Johnson & Johnson.

MEARS, RICHARD O. ©.
The miniature ice cream sandwich: Frenchies. Mouth size, bite size. Contents 2 3/4 fluid ounces. Label. © 15Feb52; KK72161.

MECHAM, FERRIS J.
5C modified Mobil Mill. KK70691 ... SEE Western Machinery Company.

MECH-CHEM Engineering, Inc., t.a.
Engineering Equipment Distributors. SEE Engineering Equipment Distributors.

MEDART (FRED) PRODUCTS, INC. ©.
Another modern well-planned school selects Medart telescopic gym seats and gymnasium equipment. cBen Franklin folder: Appl. author: Charles W. Bolan. © 16May52; KK74190.
What goes on in today's modern gymnasium? (Gymnasium apparatus) Folder. Appl. author: Charles W. Bolan. © 27Mar52; KK72382.

MEDICAL ECONOMICS, INC. ©.
The M. E. story. (Media data file) Pamphlet. © 15Oct51; KK68922.

MEDICINALS, INC. ©.
Obemed - AM cno. 1 tablets. (Medicinal preparation) Label. © 5Jan52; KK69275.
Tolumed for coughs due to colds. One pint. (Pharmaceutical) Label. © 5Jan52 (in notice: 1951); KK69577.

MEIER, E. L., Jr.
Now watch your dairy sales go up. KK69615. SEE McCray Refrigerator Company.
Our McCray Koldflo keeps more dough retarded longer. KK69613. SEE McCray Refrigerator Company.
Specified for profit planning, McCray Koldflo. KK69614. SEE McCray Refrigerator Company.

MEIJER, ELIZABETH DE LOOS ©.
Simply wipe away Ex-Kolor. Non-inflammable, odorless paint and varnish remover. 2 lb. net. Label. © 7Mar50; KK72650.

MEISSNER, RICHARD R.
Licensed 1951 member, Wisconsin Watchmakers Association. KK69018. SEE Wisconsin Watchmakers Association.

MEISSNER AND CULVER, INC.
Borrow these brains. You can count on Continental. KK71436. SEE Continental Screw Company.
You can count on Continental. Holite engineered fastenings. KK69619. SEE Continental Screw Company.

MELAIRE DISTRIBUTING COMPANY.
Now! New Swirl-O-Feed attachment. Makes it easier than ever to wash your car with Swirl-O-Matic brush.

Sheet. Appl. author: Melville L. Wolff. © Melville L. Wolff and Sanford Becker, d.b.a. Melaire Distributing Co.; 5Feb52; KK70159.

MELAMED, LOUIS.
Deep-fried foods à la patio as prepared by the world's finest chefs. Presto automatic Dixie-Fryer. KK69361. SEE National Pressure Cooker Company.

For fishing at its best, get the motor with the best-for-fishing features. KK71748 ... SEE Martin Motors.

Go for the big ones with the best. KK71749. SEE Martin Motors.

Here's one gift that gives, and gives, and gives. KK69360. SEE National Pressure Cooker Company.

How to deep-fry all foods at home as expertly as the world's finest chefs. KK71765 ... SEE National Pressure Cooker Company.

How to save money on your food bills. KK69354 ... SEE National Pressure Cooker Company.

I go for the gift I gave my wife. Presto automatic Dixie-Fryer. KK69355. SEE National Pressure Cooker Company.

It's fun to keep house the Presto way. KK71767. SEE National Pressure Cooker Company.

It's lighter than you think. Of course, it's the famous Presto Vapor-Steam iron. KK69363. SEE National Pressure Cooker Company.

Look ahead, be ahead, man a Martin. KK70368. SEE Martin Motors.

Lucky brides become happy homemakers with Presto products, because it's fun to keep house the Presto way. KK69357. SEE National Pressure Cooker Company.

Now, Martin gives you Aquamatic Twist-Shift ... KK70369 ... SEE Martin Motors.

Now you can deep-fry all foods at home as expertly as the world's finest chefs. KK69352 ... SEE National Pressure Cooker Company.

Presto cooking means better nourished families at less cost, in less time. KK69362. SEE National Pressure Cooker Company.

Uses ordinary tap water. Saves up to one-half ironing time. KK71766. SEE National Pressure Cooker Company.

When the gang gets together, give 'em Presto Dixie-Fried foods. KK69353. SEE National Pressure Cooker Company.

When you shop for a pressure cooker, remember this: only Presto cookers give you the Pressure-Tru indicator weight. KK69359. SEE National Pressure Cooker Company.

Worried about the high cost of eating? Here's how to save money on your food bills. Presto. KK69356. SEE National Pressure Cooker Company.

MELDRUM AND FEWSMITH, INC.
Bunk beds for implements. KK72274. SEE Dearborn Motors Corporation.

Cleaner dishes with Dish-a-matic's hotter water. KK72989. SEE Apex Electrical Manufacturing Company.

Dinner call for little porkers. KK72511. SEE Glidden Company.

Economy is this plow's middle name. KK69652. SEE Dearborn Motors Corporation.

Everybody wants automatic dishwashing. KK73451. SEE Apex Electrical Manufacturing Company.

Extral Extral Apex scoops the entire washer industry. KK72990. SEE Apex Electrical Manufacturing Company.

A Ford tractor is always worth more! KK69665. SEE Dearborn Motors Corporation.

Get all that Ford means in a tractor. KK71454. SEE Dearborn Motors Corporation.

Here's how to make richer pastures with the Ford tractor. KK71449. SEE Dearborn Motors Corporation.

How to save hours of spring cleaning, by painting your rooms with beauty like this now! KK70491. SEE Glidden Company.

It's Glidden paint festival time! Coast-to-coast April 11th to April 26th. KK72898. SEE Glidden Company.

New washday freedom. KK72988. SEE Apex Electrical Manufacturing Company.

New wonder colors in the wonder paint. KK71551. SEE Glidden Company.

Presenting the world's most economical washer. KK73450. SEE Apex Electrical Manufacturing Company.

Say when for a Ford tractor demonstration that can mean a lot to you. KK74386. SEE Dearborn Motors Corporation.

There's a big savings in our store for you ... KK72991. SEE Apex Electrical Manufacturing Company.

Think twice about that new washer and you'll choose an Apex spiral dasher washer. KK72992. SEE Apex Electrical Manufacturing Company.

MELICHAR, H. W. ©.
We still weigh babies. Included in the many extra services of an independent grocer is one of weighing babies. (Food) Adv. from Alexandria gazette, Alexandria, Va., Apr. 4, 1952, p. 2. © 4Apr52; KK72071.

MELLON NATIONAL BANK AND TRUST COMPANY ©.
How to plan your budget saving. (A saving plan) Folder. Appl. author: Edward M. Marker. © 28Jan52; KK70024.

MELROSE DISTILLERS, INC. ©.
Now, more than ever Three Feathers gives you man-size value. (whiskey) Adv. from Herkimer telegram, Herkimer, N. Y., Apr. 5, 1952. Appl. author: McCann-Erickson, Inc. © 5Apr52; KK74104.

MEMORY HAND AND FOOT COMPANY ©.
Directions for making Memory Hand. (Molding kit) Sheet. © 16May52; KK73457.

MEMPHIS UNIFORM COMPANY ©.
Clothes don't make the man but a proper uniform does something for him ... Rocketbilt brand. Folder. Appl. author: C. H. Rockett. © 25Mar52; KK72901.

MENDELSON, HARRY.
Differential diagnosis of O. M. P. C. KK70713. SEE Doho Chemical Corporation.
For "earache" in pediatrics, Auralgan! KK70468. SEE Doho Chemical Corporation.
Glycerol "Doho". KK70070. SEE Doho Chemical Corporation.
In otomycosis, bactericidal, fungicidal, non-toxic, non-irritating. KK69327. SEE Doho Chemical Corporation.

MENDELSON, HARRY. Cont'd.

In the common cold and in sinus infections ... Rhinalgan, the safe decongestant. Acts locally, not systemically. KK69397. SEE Doho Chemical Corporation.

Nasal decongestion in allergic rhinitis and hay fever. KK74066. SEE Doho Chemical Corporation.

New O-Tos-Mo-San, is now a specific in ... infections in the ear. KK69088. SEE Doho Chemical Corporation.

The nose and throat in otitis media. New O-Tos-Mo-San ... has proved effective against antibiotic resistant strains of organisms. KK72687. SEE Doho Chemical Corporation.

Now new O-Tos-Mo-San. KK70926. SEE Doho Chemical Corporation.

Therapy in otitis. Auralgan containing glycerol Doho new O-Tos-Mo-San. KK72693. SEE Doho Chemical Corporation.

MENDELSON, ROY PAUL ©.

Classy-fied ad-pad counts letters, spaces, and lines as you write. Tells cost before placing ad. Label. © 9Feb52; KK70596.

MENDELSON RESEARCH LABORATORIES, INC. ©.

Purdy Dual Bellistocardiograph; instruction booklet. 12 p. Appl. author: Leon Purdy. © 17Sep51; KK69578.

MENDES (J. CURRY) CORPORATION.

Thoroughbreds always are winners. (Machinery used in printing industry and allied fields) Adv. from New England printer, Feb. 1951, p. 55. © J. Curry Mendes Corp. (in notice: J. Curry Mendes); 1Feb51; KK70989.

MENDLE BOX WRAP AND LABEL CORPORATION ©.

DeLiso debs designed by Palter de Liso. Alive with youth. (Shoe boxes) Label. © 11Apr52; KK72311.

Famous Barr Co. Paragon. Fashion footwear. (Shoe boxes) Label. © 15Nov51; KK70108.

Fine footwear, Haymaker. (Shoe boxes) Label. © 10May52; KK73803.

Frenchies by Wilbar's. Daringly sheer. (Hosiery boxes) Label. © 12Mar52; KK71364.

Ingenue shoes. (Shoe boxes) Label. © 15Dec51; KK70109.

Seymour Troy design genius, styled these Troylings. (Shoe boxes) Label. © 1Jan52 (in notice: 1951); KK70361.

MERCHANDISE SELECTORS, INC. ©.

Lazy Susan table. Styled and made in California. Sheet. Appl. author: Meyer Robbin. © 22May52; KK74377.

Save the high cost of haircuts. Save on the first cost, too, with this big special complete home electric barber set. Sheet. Appl. author: Meyer Robbin. © 27Feb52; KK71606.

MERRIAM (G. AND C.) COMPANY ©.

The circle and monogram. (Dictionaries) Folder.

Feb. 1952. © 4Feb52; KK70697.

Mar. 1952. © 4Mar52; KK71278.

Apr. 1952. © 31Mar52; KK72301.

May, 1952. © 29Apr52; KK73542.

MERRIMADE, INC. ©.

1952 reference catalogue of distinguished correspondence papers, napkins, and unusual accessories

of paper. 24 p. Appl. author: Donald G. Thompson. © 11Jun52; KK74699.

MERRITT, R. W.

Get the crop. Save work, save time, save dust with root dusters. Root power dusters. KK69567. SEE Root Manufacturing Company.

METCALF (GEORGE T.) COMPANY.

Here's to beauty. KK70441. SEE Devine's Milk Laboratories.

MEYER (FRANK C.) COMPANY, INC. ©.

Rollikens. (Shoes) Label.

© 2Jan52; KK71171.

MEYER, MORTIMER W.

Monolithic non-dusting concrete floor specifications. KK70737. SEE Anti-Hydro Waterproofing Company.

MEYER (N. S.) INC. ©.

United States armed forces decoration and service ribbons. Fetha-Wate ribbon bars. Poster. © 18May50; KK68953.

MEYER BOTH COMPANY.

Englander sleep products. KK71157. SEE Englander Company, Inc.

Round the clocker newspaper ads. KK72919. SEE Englander Company, Inc.

MEYERHOFF (ARTHUR) AND COMPANY.

Grueling road tests prove Clark's power balanced gasoline first in performance. KK71931. SEE Clark's Super Gas.

Here's why more Milwaukee motorists use Clark's super gas than any other premium gasoline. KK69657. SEE Clark's Super Gas.

Now, Clark's Super gas is supercharged with butane at our own refinery. KK68751. SEE Clark's Super Gas.

Quality gasoline for 20 years now in 45 cities. KK71930. SEE Clark's Super Gas.

MICHAEL, ULRICH F.

For fine fabrics at millend prices. KK72261. SEE Calico Center, Inc.

MICHALEK, JOHN C.

Congratulations to proud parents. We share your joy in the new arrival and remind you that this fine pharmacy is prepared to provide every item needed for baby's comfort and welfare. Prescription specialists. KK68816. SEE Abbott Laboratories.

Greetings to a new neighbor. Soon as you find a place to set down those odds and ends, we hope you'll drop in and get acquainted. Please make this your family drug store and prescription service station. KK68820. SEE Abbott Laboratories.

Help her to resist the lure of forbidden foods. KK73149. SEE Abbott Laboratories.

In exact balance with established RDA for pregnancy and lactation. KK72744. SEE Abbott Laboratories.

Please let us add our congratulations and best wishes. We are delighted to hear of the new arrival in your home. Please keep in mind that our ample stocks provide everything for the baby. Reliable prescriptions. KK68818. SEE Abbott Laboratories.

Rectal Pentothal dosage schedules and formulas. KK69915. SEE Abbott Laboratories.

Sorry to hear you are under the weather. Here's hoping you will soon be feeling fit again. Prescription specialists. KK68821. SEE Abbott Laboratories.

We join the many friends who sincerely regret your illness and wish you a rapid return to health and happiness. Reliable prescriptions. KK68817. SEE Abbott Laboratories.

Welcome, neighbor. Mighty glad to learn you have become one of us. Here's a special invitation to drop in and get acquainted. Bring us your doctor's prescriptions and make this your family drug store. KK68819. SEE Abbott Laboratories.

When 200 pounds of grim determination. KK72147. SEE Abbott Laboratories.

Your prescription center. KK74279. SEE Abbott Laboratories.

MICHELSON, LAWRENCE.

Dinettes by Duro Chrome. KK72155. SEE Duro Chrome Corporation.

MICRO Switch Division, Minneapolis-Honeywell Regulator Company. SEE

Minneapolis-Honeywell Regulator Company. Micro Switch Division.

MIDCONTINENT ADHESIVE COMPANY ©.

Stainless, waterproof Tapon cement. Contents 1 quart. Label. Appl. author: Judson W. Perkins. © 10Oct51; KK69647.

MID-CONTINENT REFRIGERATOR COMPANY ©.

Are you sitting on a fence? (Commercial refrigeration) Sheet. © 31May51; KK69983.

MIDDISHADE COMPANY, INC.

The Suitronizer represents a mighty successful spring season for your store. Middishade. (Clothing) Adv. from Men's wear, Jan. 11, 1952, p. 2. Appl. author: Wayne Advertising Agency. © The Middishade Co., Inc.; 11Jan52 (in notice: 1951); KK74513.

MIDGET LOUVER COMPANY.

The Midget louver. All aluminum. The answer to many of your ventilating problems. Folder. © Frank J. Scallion, d.b.a. Midget Louver Co.; 28Feb52; KK72739.

MILANI (LOUIS) FOODS, INC. ©.

Serve hot Milani's Cimarron barbecue sauce. The Western way. Net contents 6 1/2 lbs. Label. Appl. author: Jack C. Hoffman. © 5Feb51 (in notice: 1950); KK71641.

MILBANK, ROBBINS.

Her cakes take prizes. Meet Mrs. Velma Ide ... America's proudest cooks always reach for S.O.S. ... magic scouring pads. KK69246. SEE S.O.S. Company.

New Mexico cooking queen. KK71757. SEE S.O.S. Company.

To clean your stove use S. O. S. It easily removes burned-on grease. KK74887. SEE S. O. S. Company.

MILES LABORATORIES, INC. ©.

Don't let a headache dim your charm. Just drop one or two Alka-Seltzer tablets into a glass of water ... Smile with Speedy relief. Adv. from Woman's home companion, May 1952, p. 95. Appl. author: Geoffrey Wade Advertising Agency. © 1May52; KK74457.

Miles ahead. Alka-Seltzer. Folder. Appl. author: Geoffrey Wade Advertising Agency. Feb. 1952. © 4Feb52; KK70862.

When a cold steals your sparkle drop two Alka-Seltzer tablets in a glass of water ... Adv. from Ladies' home journal, Mar. 1952, p. 75. Appl. author: Geoffrey Wade Advertising Agency. © 1Mar52; KK74385.

MILKY WAY PRODUCTS COMPANY ©.

Baby gift set. One pair of Sunday go to meeting Milky Way baby pants, one pair of everyday Milky Way baby pants. Label. © 29Feb52; KK71879.

Baby gift set. Special baby gift set wrapping. Milky Way baby pants. Sheet. © 29Feb52; KK71878.

The perfect baby gift: Milky Way baby pants. Beautifully packaged for any occasion for baby. Card. © 29Feb52; KK71877.

MILLAR, DWIGHT L. ©.

Gyra-Flow 60" standard laboratory coating equipment. Dual dip spun finishing. Sheet. © 9Nov51; KK71920.

Laboratory dip coating. Electric oven. American Gyra-Flow systems. (Finishing equipment) Card. © 26Oct51; KK71919.

MILLER, ALBERT H.

Put yourself in this picture. KK70605. SEE Glass Shower Door Company, inc.

MILLER, Clela B., and J. H. Miller, d.b.a. Miller Studio. SEE Miller Studio.**MILLER, GLENN D.**

Sil-Vr-Glo silver polish. KK72214. SEE Miller (Glenn D.) Company.

MILLER (GLENN D.) COMPANY ©.

Sil-Vr-Glo silver polish. Will not stick in pattern. Contents eight ounces. Label. Appl. author: Glenn D. Miller. © 31Jan52; KK72214.

MILLER, FRANK W. ©.

Miller rotary hi-speed cope-saw drill bit. Sheet. © 4Jan51; KK69162.

MILLER, J. H., and Clela B. Miller, d.b.a. Miller Studio. SEE Miller Studio.**MILLER, LESTER W.**

Dates Val-U-Bag. All the white flat work you can stuff into this bag ... KK69000. SEE Dates Laundry Service, inc.

MILLER, MARVIN H. ©.

A ready record of the personal and family business affairs. (Insurance) Folder. © 22Feb52; KK70874.

MILLER, RICHARD ALAN.

Your 1952 catalog; wall plaques by Miller Studio. KK69099. SEE Miller Studio.

MILLER, ROBERT.

The handy stationery portfolio. KK69269. SEE Miller Stationery Company, inc.

The note stationery portfolio. KK69267. SEE Miller Stationery Company, inc.

The pocket air mail portfolio. KK69268. SEE Miller Stationery Company, inc.

The pocket stationery portfolio. KK69266. SEE Miller Stationery Company, inc.

MILLER, WILLIAM.

Ol' south'rn corn bread, deliciously crunchy when toasted. KK73886. SEE Schafer, Martin F.

MILLER ADVERTISING AGENCY, INC.

Tires Incorporated's low overhead, buying power, huge volume, small profit = brand new top quality tires. KK69323. SEE Tires, inc.

MILLER BREWING COMPANY ©.

Quality since 1855. High Life beer, the champagne of bottle beer. Pamphlet. Appl. author: Mathisnon & Associates, inc. © 2Jun52; KK74049.

MILLER-HOFF PARLOR FRAME COMPANY, INC. ©.

Miller-Hoff Parlor Frame Co., inc., designers and manufacturers of fine furniture frames. No. 932 sofa and others; Sheet. Appl. author: Andrew Roth. © 27Dec51; KK68748.

Miller-Hoff Parlor Frame Co., inc., designers and manufacturers of fine furniture frames. No. 940 sofa and others; Sheet. Appl. author: Andrew Roth. © 27Dec51; KK68749.

MILLER PRINTING MACHINERY COMPANY ©.

Catalogue of parts, SG, Miller 19 x 25 automatic printing press; 35 p. Appl. author: Walter Armstrong. © 12Jan52; KK69409.

MILLER STATIONERY COMPANY, INC. ©.

The handy stationery portfolio. Fine writing papers by Miller. 30 flat sheets, 20 matching envelopes. Label. Appl. author: Robert Miller. © 15Oct51; KK69269.

The note stationery portfolio. Fine writing papers by Miller. 12 folded sheets, 12 matching envelopes. Label. Appl. author: Robert Miller. © 15Oct51; KK69267.

The pocket air mail portfolio. Fine writing papers by Miller. 20 folded sheets, 10 matching envelopes. Label. Appl. author: Robert Miller. © 15Oct51; KK69268.

The pocket stationery portfolio. Fine writing papers by Miller. 15 folded sheets, 10 matching envelopes. Label. Appl. author: Robert Miller. © 15Oct51; KK69266.

MILLER STUDIO.

Your 1952 catalog; wall plaques by Miller Studio. Pamphlet. Appl. author: Richard Alan Miller. © J. H. Miller & Clela B. Miller, d.b.a. Miller Studio; 2Jan52; KK69099.

MILLS, CHARLES E.

The improved Flex-A-Foam filter mask. KK69627. SEE Goggle Parts Company.

MILPRINT, INC.

Sir Sirloin; 2 breaded veal cutlets. KK70231. SEE Sir Sirloin, inc.

MINER, PHILIP T.

Surface comparator portable for point of production examination ... KK72972. SEE Kota-Meters, inc.

MINNEAPOLIS-HONEYWELL REGULATOR COMPANY. MICRO SWITCH DIVISION ©.

Throughout the graphic arts industries, use of Micro precision switches has proved a principle of good design. Adv. from Business week, Mar. 24, 1951, p. 78. Appl. author: Hamilton Advertising Agency, inc. © 24Mar51; KK68962.

MINNESOTA MILK COMPANY ©.

Seal-Pack inspected pasteurized grade A milk. Homogenized vitamin D. Half Handy candi gallon Carrie. Take us home. Label. Appl. author: A. H. Heller. © 6Mar52; KK71422.

MINNESOTA MINING AND MANUFACTURING COMPANY ©.

Beauty tips with tape. Scotch brand, America's no. 1 cellophane tape. Adv. from Look, May 20, 1952, p. 6. © 6May52; KK73433.

Bridal bouquets look lovelier with Lacelon brand ribbon because Lacelon's delicate beauty never wilts, never fades. Adv. from Florists' telegraph delivery news, Apr. 1952, p. 61-62. © 1Apr52; KK73073.

Bright ideas stay bright with Lacelon and Decorette ribbons. Adv. from Florists' telegraph delivery news, Oct. 1951, p. 35-36. © 20Sep51; KK74438.

Get the big buy in tape. Giant 400 inch roll only 39¢. Scotch brand cellophane tape. Adv. from Chicago daily tribune, May 16, 1952, p. 8. © 16May52; KK74884.

Gift wrap idea of the month. Put sparkle in your holiday wrappings with a star bow of high lustre, Sashen ribbon. Sheet. © 26Nov51; KK68832.

Jack Barry and his Juvenile Jury kids say: Here's a friendship tree full of Christmas tape tricks. Scotch brand cellophane tape. Adv. from Look, Dec. 18, 1951, p. 144-145. © 4Dec51; KK69051.

Kitchen tips with tape. Scotch brand, America's no. 1 cellophane tape. Adv. from Look, May 6, 1952, p. 8. © 22Apr52; KK73378.

Lovely to look at. Flatter your floral designs with the sheer beauty of Decorette brand ribbon. Adv. from Florists' telegraph delivery news, May 1952, p. 57-58. © 1May52; KK74439.

New sewing tricks by Scotty McTape. Scotch brand cellophane tape. Adv. from Better living, Mar. 1952, p. 55. © 15Feb52; KK71006.

Scotty McTape saves the date. It's eight o'clock, I've got a date ... Scotch brand cellophane tape. Adv. from Better living, Jan. 1952, p. 15. © 15Dec51; KK68728.

Sew clever. New sewing tricks by Scotty McTape. Scotch brand cellophane tape. Adv. from Life, Nov. 19, 1951, p. 7. © 16Nov51; KK71508.

Tape it easy ... Tape does all of these jobs easier for you! Scotch brand cellophane tape. Adv. from Better living, May, 1952, p. 59. © 15Apr52; KK72662.

Tape it easy ... Tape does all of these jobs easier for you. Scotch brand cellophane tape. Adv. from Life, Apr. 21, 1952, p. 162. © 18Apr52; KK72661.

Tape it easy. When you go on a trip, put a roll in your grip. Scotch brand, America's no. 1 cellophane tape. Adv. from Life, June 2, 1952, p. 5. © 30May52; KK74883.

Tape it easy. When you go on a trip, put a roll in your grip. Scotch brand cellophane tape. Adv. from Better homes and gardens, June 1952, p. 204. © 23May52; KK74441.

Travel tips with tape. Scotch brand cellophane tape. Adv. from Look, June 3, 1952, p. 70. © 20May52; KK74442.

Vogue sets the style in glamorous floral ribbons. Folder. © 21May52; KK74443.

Vogue sets the style in glamorous gift-wrap ribbons. Folder. © 23Apr52; KK74440.

MITCHELL, ABRAHAM J.

Gun Guard gun & reel oil. KK71426. SEE Mitchell Chemical Company, inc.

MITCHELL, L. E.

Murder. Two, three or four players may play the game. KK71820. SEE Lycan, George S.

MITCHELL, W. ROBERT.

Good news for educational institutions and vocational schools. KK74708. SEE Solar Steel Corporation.

Introducing sure Spec NTM, an all purpose special maintenance steel. KK74709. SEE Solar Steel Corporation.

Skix for athletes foot and all fungus skin diseases. KK74768. SEE P. M. B. Drug Company.

Solar rays. KK74703 ... SEE Solar Steel Corporation.

Sure Spec TMS shock-proof steels. KK74707. See Solar Steel Corporation.

Twelve different sizes of finest quality carbon and alloy steels. KK70627. SEE Solar Steel Corporation.

MITCHELL CHEMICAL COMPANY, INC. ©.

Gun Guard gun & reel oil. Polarized. Get four-way protection with Gun Guard. Folder. Appl. author: Abraham J. Mitchell. © 27Feb52; KK71426.

MITTEN TOY MANUFACTURING COMPANY, INC. ©.

Play by day, glows at nite. The baby-sitter dolls. Glows in the dark. Label. Appl. author: Allen Friedman. © 10Oct51; KK72752.

MOD-AD AGENCY, INC. ©.

Giant spring 1952 model catalog cno. 25. (Hobby materials) 127 p. Appl. author: Arthur A. Winston. © 25Mar52; KK72187.

MODECRAFT SHOES, INC.

Modecraft Flatsters. (Shoe boxes) Appl. author: Hoague-Sprague Corp. © Modecraft Shoes, inc. (in notice: Modecraft Shoe, inc.); 30Jan52; KK70081.

MOE LIGHT, INC. ©.

4 new ways to make more profits with Moe Light. Form 147B. (Electrical fixtures) Folder. Appl. author: Thomas R. Fuller. © 12Feb52; KK70471.

How to Moe Light condition your home. World's largest manufacturer of home lighting. 22 p. © 12Dec51; KK69473.

Introducing two lighting innovations by Moe Light! Form 145-1. (Electrical fixtures) Folder. Appl. author: Thomas R. Fuller. © 7Feb52; KK70786.

More profits for you! Form 145-2. (Electrical fixtures) Folder. Appl. author: Thomas R. Fuller. © 7Feb52; KK70787.

See your home in a new light. Moe-dapter lighting in a jiffy. (Lighting fixtures) Adv. from the Saturday evening post, Sept. 15, 1951, p. 166. Appl. author: William Hart Adler, inc. © 15Sep51; KK68881.

MOJUD HOSIERY COMPANY, INC. ©.

June Haver danced 28 miles in these Mojud magic-motion sheer stockings. Adv. Appl. author: Grey Advertising Agency, inc. © 4Apr52; KK72745.

Make it merry, make it Mojud. Stockings by Mojud. Adv. Appl. author: Grey Advertising Agency, inc. © 7Dec51; KK69029.

Mojud lingerie fashions. Spring-summer 1952. Illustrated price list. 15 p. © 1Feb52; KK70442.

Up-to-the-minute news from Mojud. Suntine, a new, versatile, volume-selling color! (Ladies' hosiery) Sheet. Appl. author: Grey Advertising Agency, inc. © 20Apr52; KK73933.

Virginia Mayo danced 26 miles in these Mojud Magic-Motion sheer stockings. (Ladies' hosiery) Adv. Appl. author: Grey Advertising Agency, inc. © 16May52; KK74208.

MOLLA, INC. ©.

Molla metal furniture. Folder. Appl. author: Irwin Zlowe, d.b.a. The Zlowe Co. © 21Mar52; KK74242.

MOLLER, Clifford B., d.b.a. Precision Machine Co. SEE Precision Machine Company.

MONARCH MANUFACTURING WORKS, INC. ©.

Monarch nozzle and firebox selector. (Oil burner nozzles) Appl. author: E. Bartram Frame. © 14Apr52; KK74294.

MONFRIED, LAZARUS.

1 1/4 ¢ a day for your good health. Glorvne Garlic dehydrated pure garlic. KK68725. SEE Glorvne Health Company.

MONITE WATERPROOF GLUE COMPANY ©.

Monite glue. Folder. © 15May52; KK73866.

MONOGRAM ART STUDIOS.

Berlioz Symphonie fantastique, op. 14. KK69956. SEE Columbia Records, inc.

Brahms symphony no. 4 in E minor, op 98. KK69817. SEE Columbia Records, inc.

The Don Cossacks on parade. KK69955. SEE Columbia Records, inc.

Girl crazy. KK69820. SEE Columbia Records, inc.

Melodies for sweethearts. KK69819. SEE Columbia Records, inc.

One night in Venice. KK69818. SEE Columbia Records, inc.

A piano recital of Chopin by Maryla Jonas. KK69815. SEE Columbia Records, inc.

Schubert: Symphony no. 8. Unfinished in B minor. KK69816. SEE Columbia Records, inc.

Songs from the Warner Bros. production, I'll see you in my dreams. KK68908. SEE Columbia Records, inc.

MONROE COMPANY, INC.

Monroe technical data and application bulletin. Monoseal invisible ... water repellent for ... masonry. Bulletin no. 126-11. Pamphlet. Appl. author: Arthur Cleland Palm. © The Monroe Co., inc.; 50Oct51; KK69457.

MONSANTO CHEMICAL COMPANY ©.

At your dealer's Krillium soil conditioner special merloam formulation. Here now, for gardens, lawns. Adv. from St. Louis post-dispatch, June 1, 1952, p. 4J. Appl. author: Sam M. Ballard. © 1Jun52; KK74132.

Less work in your garden. Get Krillium in special merloam formulation at your department store ... (Soil conditioner) Adv. from St. Louis globe democrat, May 25, 1952, p. 5E. Appl. author: Sam M. Ballard. © 25May52; KK74044.

Less work in your garden. Krillium is the original soil conditioner ... Adv. from St. Louis post-dispatch, May 18, 1952, p. 6L. Appl. author: Sam M. Ballard. © 18May52; KK74042.

Moisture goes into the soil. Krillium soil conditioner, special merloam formulation for gardens, lawns. Adv. from St. Louis post-dispatch, May 25, 1952, p. 7H. Appl. author: Sam M. Ballard. © 25May52; KK74043.

MONTAGUE, THEODORE G.

Annual report, 1950. K70315. SEE Borden Company.

Annual report, 1951. KK74785. SEE Borden Company.

Borden quarterly memo to stockholders. KK70313. SEE Borden Company.

MOOG, HUBERT C.

Moog, a great name in automotive maintenance. KK70360. SEE Moog Industries, inc.

Streamliner. Numerical & size section. KK74520. SEE Moog Industries, inc.

MOOG INDUSTRIES, INC. ©.

Heavy duty coil springs for Chevrolet cars. Moog. Adv. from Southern automotive journal, Jan. 1952, p. 9. Appl. author: Maxwell Advertising Co. © 6Jan52; KK74516.

Moog, a great name in automotive maintenance. Streamliner. (Automobile and truck parts) Booklet. Appl. author: Hubert C. Moog. © 31Oct51; KK70360.

Moog Dynamizer expands all types of pistons and relieves metal stress too. (Piston expander) Adv. from Automotive digest, Mar. 1952, p. 11. Appl. author: Maxwell Advertising Co. © 12Mar52; KK71937.

Oversize pin intermediate steering arm kit for 1949-50-51 Chevrolets. (Automotive parts) Adv. from Southern automotive journal, Mar. 1952, p. 9. Appl. author: Maxwell Advertising Co. © 6Mar52; KK74519.

Reduce piston breakage with the Moog Dynamizer. Piston expanding alone doesn't complete the job. Worn pistons should be stress-relieved before they are put back in the motor. (Piston expander) Adv. from Automotive digest, Jan. 1952, p. 26. Appl. author: Maxwell Advertising Co. © 12Jan52; KK71936.

Streamliner. Numerical & size section. Moog. (Automotive parts) 56 p. Appl. author: Hubert C. Moog. © 18Apr52; KK74520.

There's money in under-the-body repairs. Moog has the parts to do a complete and better job. (Automotive parts) Adv. from Southern automotive journal, Nov. 1951, p. 9. Appl. author: Maxwell Advertising Co. © 8Nov51; KK71938.

We want you! To try just one set of Moog piston rings. (Automotive parts) Adv. from Automotive digest, May 1952, p. 26. Appl. author: Maxwell Advertising Co. © 10May52; KK74518.

MOOG INDUSTRIES, INC. MOOG PISTON RING COMPANY DIVISION ©.

Stop oil? No not completely. Moog piston rings control oil. Adv. from Automotive digest, Nov. 1951, p. 20. Appl. author: Maxwell Advertising Company. © 15Nov51; KK70801.

MOOK, EMERSON H.

Here's proof the new Thompson type 2F is a super precision tool room grinder. KK72064. SEE Thompson Grinder Company.

MOOK, EMERSON HADLEY.

Success story of engine block production. KK71822. SEE National Automatic Tool Company.

MOORE, Edward B., d.b.a. Moore Products Company. SEE Moore Products Company.

MOORE, KENNETH E.

Go outside and look at your house right now. KK73112. SEE Sherwin-Williams Company.

MOORE, KENNETH E. Cont'd.

Isn't it time to paint your house? With this Sherwin-Williams SWP house paint. KK73921. SEE Sherwin-Williams Company.

Take the word of the man who knows paint. KK72393. SEE Sherwin-Williams Company.

MOORE AND BELLOW'S ADVERTISING AGENCY.
Application manual for Textileather's Toltex convertible topping. KK72674. SEE Textileather Corporation.

He must depend on the covering. KK74831. SEE Textileather Corporation.

How to obtain best upholstery results with Toltex F-5 plastic leathercloth. KK74211. SEE Textileather Corporation.

The Textolite. KK74139. SEE Textileather Corporation.

This is elastic Tolavon. KK73423. SEE Textileather Corporation.

MOORE PRODUCTS COMPANY.

Wizard massage brush. Sheet. © Edward B. Moore, d.b.a. The Moore Products Co.; 15Oct51; KK69006.

MORRA, INES AMALIA.

List of parts. Safety generator. KK70532. SEE Safety Car Heating and Lighting Company, inc.

List of parts. Safety type S20EADR relay. KK70531 ... SEE Safety Car Heating and Lighting Company, inc.

List of parts for safety type SM150EA carbon pile regulator. KK70533 ... SEE Safety Car Heating and Lighting Company, inc.

MORRIS, ALBERT L.

Ion-exchange equipment and methods. The Dorrco d-1 cell for the process industries. KK73938. SEE Dorr Company.

MORRIS, C. A.

Emblem catalog 1952. KK71596. SEE American Legion.

For Memorial Day. Dear Comrade; Prepare now for Memorial Day. KK72199. SEE American Legion.

Now available. A modern outdoor illuminated double-faced Plexiglas sign. KK70702. SEE American Legion.

Order blank for athletic equipment and sportswear. KK71539. SEE American Legion.

Order blank for Memorial Day supplies. KK72202. SEE American Legion.

Uniforms for junior baseball teams and Legion softball teams. KK71538. SEE American Legion.

MORRISON, DOROTHY.

Screen out the burning band of the sun, tan with Dermetics Sun Sports lotion. KK72785. SEE Rilling Dermetics Company.

MORRISON STEEL PRODUCTS, INC. ©.

Before you open this folder, take your pencil and check mark any one of these figures. Mor-Sun. (Furnace) Folder. Appl. author: Manus Roizen. © 12Jun52; KK74865.

Morrison Roly-Door installation instructions. (Residential garage doors) Folder. Appl. author: Manus Roizen. © 21Feb52; KK70827.

Now, there's a 16' x 7' Morrison Roly-Door. Bulletin D52-1-A. (Garage doors) Sheet. Appl. author: Manus Roizen. © 10Jan52; KK69459.

Roly-Door installation instructions.

Models SH12167 - SH12167G. (Residential garage door) Folder. Appl. author: Manus Roizen. © 10Apr52; KK72612.

This is the story of Morrison. Bulletin 52-1. (Metal stampings and assemblies) Folder. Appl. author: Manus Roizen. © 10Jan52; KK69458.

MORSE, JOHN THOMAS.

General Douglas MacArthur. A genuine Aetnaply wood-inlay picture. KK71680. SEE Aetna Plywood and Veneer Company.

MORSE BOULGER DESTRUCTOR COMPANY ©.

No home is truly modern without Morse Boulger incineration. Folder. Appl. author: H. W. Lincoln. © 19Dec51; KK69114.

MORTON, WALTER E.

Verson transmat presses. KK72414. SEE Verson Allsteel Press Company.

MORWOOD, BURTON SEELY.

Pocket fan belt finder. KK74835. SEE Gates Rubber Company.

MOSLER SAFE COMPANY.

Why should an office safe stop businessmen in their tracks? Adv. from the Saturday evening post, May 10, 1952, p. 165. Appl. author: Ronald S. West. © The Mosler Safe Co.; 10May52; KK74216.

MOSSTYPER ROLLER COMPANY, INC. ©.

New, improved rubber printing plate mounting and proving machine. Folder. © 15Apr50; KK74558.

Ready-to-print rubber design rollers. Folder. © 15Apr50; KK74557.

MOTLOID COMPANY.

Timely technical tips for the technician, compiled by Louis Irl Raiche. Coldpac (CIP) corrected inlay pattern technic, direct or indirect. (Dental) © The Motloid Co.; 1Apr52 (in notice: 1950); KK74275.

Timely technical tips for the technician, compiled by Louis Irl Raiche. Central Occlusion, the 1 problem of full denture prosthesis. (Dental instrument) © The Motloid Co.; 1Apr52 (in notice: 1950); KK74276.

MOTOR PRODUCTS CORPORATION. DEEFPREEZE APPLIANCE DIVISION ©.

All that's new for '52. The genuine Deepfreeze home freezer in a new and complete line! Adv. from Progressive farmer, Jan. 1952, p. 48. Appl. author: Franklin C. Tyson. © 15Dec51; KK69996.

For you freeze! How to teach home freezing. There's only one genuine Deepfreeze home freezer. Adv. from What's new in home economics, Jan. 1952, p. 81. Appl. author: Franklin C. Tyson. © 1Jan52; KK69997.

Here's the "turnover twosome" for you in '52! Deepfreeze home freezer and refrigerator. Adv. from Electrical merchandising, Jan. 1952, p. 30-31. Appl. author: Franklin C. Tyson. © 1Jan52; KK69998.

Lightens your work, brightens your kitchen. New refrigerator by Deepfreeze. Adv. from McCall's, Mar. 1952, p. 85. Appl. author: Franklin C. Tyson. © 29Feb52; KK72143.

The news is out; new models are in. New refrigerators by Deepfreeze. Adv. from Electrical merchandising, Mar. 1952, p. 91-94. Appl. author: Franklin C. Tyson. © 1Mar52; KK72144.

MOTOR WHEEL CORPORATION. DUO THERM DIVISION ©.

Beautiful new Duo-Therm home heater at an old-fashioned low price. Adv. from Mulberry, Ind. reporter. Appl. author: Young & Rubicam, inc. © 14Sep51; KK69119.

The comfort of home for your homes on wheels. Trailers have come into their own. (Automatic heater) Adv. from TCMA yearbook, Nov. 1, 1951, p. 68. Appl. author: Young & Rubicam, inc. © 1Nov51; KK72546.

Extra-value heaters, styled to warm your heart. This space reserved for your new work-free, dirt-free Duo-Therm. Adv. from Mulberry, Ind. reporter. Appl. author: Young & Rubicam, inc. © 20Sep51; KK69117.

Extra-value home heaters, styled to warm your heart. Duo-Therm, always the leader! (Automatic heater) Adv. from Farm journal, Nov. 1951, p. 102. Appl. author: Young & Rubicam, inc. © 15Oct51; KK70500.

Low-cost automatic heat with a high-styled home heater. Duo-Therm, always the leader. Adv. from Look, Oct. 23, 1951, p. 137. Appl. author: Young & Rubicam, inc. © 9Oct51; KK69273.

New, a Duo-Therm trailer heater that brings furnace-type comfort to trailer homes. (Automatic heater) Adv. from Trailer topics, Feb. 1952, p. 57. Appl. author: Young & Rubicam, inc. © 15Jan52; KK73761.

New and beautiful furniture that fills your house with heat. Duo-Therm, always the leader. (Heaters) Adv. from Farm journal, Sept. 1951. Appl. author: Young & Rubicam, inc. © 20Aug51; KK69120.

New Duo-Therm Model 530, trailer heater. Furnace-type comfort for trailer homes. (Automatic heater) Adv. from Trailer topics, Mar. 1952, p. 50. Appl. author: Young & Rubicam, inc. © 15Feb52; KK73760.

New. Firelight front Duo-Therm gas home heater. Adv. from Butane-propane news, June 1951, p. 125. Appl. author: Young & Rubicam, inc. © 25May51; KK69272.

New, low-cost oil or gas heaters that beautify your home. Duo-Therm, always the leader. Adv. from Colorado rancher & farmer, Sept. 22, 1951. Appl. author: Young & Rubicam, inc. © 22Sep51; KK69121.

New, low-cost oil or gas heaters that beautify your home. Duo-Therm, always the leader. Adv. from Household, Oct. 1951. Appl. author: Young & Rubicam, inc. © 20Sep51; KK69118.

MOUNT AIRY KNITTING COMPANY ©.

Babies deserve the utmost in comfort. Spencer's baby undies. Adv. from True story, June 1952, p. 13. Appl. author: Ellington & Co., inc. © 10May52; KK74567.

Baby your baby and your budget with Spencer's baby undies. Adv. from True story, July 1952, p. 13. Appl. author: Ellington & Co., inc. © 10Jun52; KK74690.

Fire-side comfort in Spencer's. Spencer's baby undies are comfortable. (Children's underwear) Adv. from True story, Nov. 1951, p. 106. Appl. author: Ellington & Co., inc. © 10Oct51; KK71974.

Merry Christmas from Spencer's babies. Spencer's baby undies are comfortable. (Children's underwear) Adv. from Chain store age, Dec. 1951, p. 93. Appl. author: Ellington & Co., inc. © 7Dec51; KK71975.

MOUNT AIRY KNITTING COMPANY ©. Cont'd.

Mothers, Spencer's baby undies will stretch your dollars! Spencer's baby undies are comfortable.

Adv. from True story, Feb. 1952, p. 86. Appl. author: Ellington & Co., inc. © 10Jan52; KK70492.

New top secret, Spencer's "T" shirt. Spencer's baby undies are comfortable. Adv. from True story, May 1952, p. 11. Appl. author: Ellington & Co., inc. © 10Apr52; KK74435.

Spencer's baby undies are kept under wraps. Don't take chances with your baby, buy cellophane-wrapped Spencer's. (Children's underwear) Adv. from True story, Mar. 1952, p. 20. Appl. author: Ellington & Co., inc. © 10Feb52, KK73257.

Spencer's baby undies give your baby a custom-fit. No by guess and by golly with Spencers; they're sure-sized to suit baby's age and weight. (Children's underwear) Adv. from True story, Apr. 1952, p. 26. Appl. author: Ellington & Co., inc. © 10Mar52; KK73256.

MT. HOOD SOAP COMPANY ©.

Borene borax soap granules. Large size. Label. Appl. author: Adolph L. Bloch. © 19Nov51; KK68994.

MOVADO WATCH AGENCY, INC.

Automatically up to date, self-winding calendar watches. Movado watches. Adv. from New York times magazine section, May 4, 1952, p. 53. Appl. author: Hubert R. Sweet. © The Movado Watch Agency, 4May52; KK74191.

Automatically your choice. Self-winding. Movado, winners of 168 observatory awards ... (Watches) Adv. from Life, Mar. 24, 1952, p. 133. Appl. author: Hubert R. Sweet. © The Movado Watch Agency, inc.; 21Mar52; KK71527.

Winds at a glance. Movado watches. Adv. from New York times magazine section, Apr. 6, 1952, p. 48. Appl. author: Hubert R. Sweet. © The Movado Watch Agency, inc.; 6Apr52; KK74192.

Your automatic choice. Self-winding. (Watches) Adv. from the New York times magazine, Mar. 16, 1952, p. 63. Appl. author: Hubert R. Sweet. © The Movado Watch Agency, inc.; 16Mar52; KK71504.

MOYER, LEE ROBINSON ©.

A sharp and natural recording by Lee R. Moyer Music Service. Label. © 20Nov51; KK69111.

MUCKLE MANUFACTURING COMPANY ©.

Power roof ventilators. Muckle-Vent. Folder. © 19Jun52; KK74764.

MUELLER (C. F.) COMPANY ©.

Ready-cut macaroni. Mueller's. 8 oz. net wt. Label. © 28Dec51; KK69311.

Ready-cut macaroni. Mueller's. One pound net wt. Label. © 28Dec51; KK69310.

MUELLER COMPANY ©.

Bulletin no. 8746. For automatic pressure reduction and regulation. (Regulator & relief valves) 7 p. Appl. author: Robert K. Levey. © 22Oct51; KK69985.

MULDNER, CARL C.

Spring and summer display novelties. KK71098. SEE Muldner Company, inc.

MULDNER COMPANY, INC.

Spring and summer display novelties. Sheet. Appl. author: Carl C. Muldner. © The Muldner Co., inc.; 2Jan52; KK71098.

MULLANY, DAVID N.

It's really moving, I C U Plasticote, that is. KK74447. SEE Livingston Company.

MULLINS MANUFACTURING CORPORATION ©.

Banish garbage forever. Youngstown Kitchens food waste disposer. Card. Appl. author: B. S. F. & D. © 11Feb52; KK72167.

Certainly I have washed dishes, and for that reason I want my household to enjoy the advantages of automatic Youngstown Kitchens Jet-Tower dishwashing. (Dishwasher) Adv. from Junior league magazine, Apr. 1952, p. 25. Appl. author: B. S. F. & D. © 25Mar52; KK73340.

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The house with a Youngstown kitchen is worth more. Adv. from Ladies' home journal, Sept. 1951, p. 7. Appl. author: B. S. F. & D. © 31Aug51; KK69499.

The house with a Youngstown Kitchen is worth more. Time and work saved in a Youngstown Kitchen makes your house worth more to you or to someone else who may want it. Adv. from Good housekeeping, May 1952, p. 181. Appl. author: B. S. F. & D. © 20Apr52; KK73339.

How does your kitchen measure up to this ideal? Youngstown kitchens. (Kitchen cabinets) Adv. from Successful farming, July 1951, p. 11. Appl. author: B. S. F. & D. © 25Jun51; KK69966.

How to get the greatest enjoyment from your new dream kitchen. 27 p. Appl. author: B. S. F. & D. © 6Oct51; KK70101.

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I don't know how we ever got along without it. Youngstown Kitchens Jet-Tower dishwasher. Adv. from Town & country, May 1952, p. 2 of cover. Appl. author: B. S. F. & D. © 8May52; KK73549.

Kitchen planning on a small budget, by Sally Gute. 19 p. Appl. author: B.S.F. & D. © 1Mar52; KK74832.

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home, Sept. 1951, p. 19. Appl. author: B. S. F. & D. © 25Aug51; KK69965.

Look inside. See amazing Jet-Tower dishwashing, the Youngstown Kitchens way. There had to be a better way to do dishes. First anniversary sale. Adv. from Successful farming, Oct. 1951, p. 33. © 26Sep51; KK68849.

March 15-May 31, 1952. Special \$100 allowance to purchasers of the new 1952 Youngstown Kitchens 48" Jet-Tower dishwasher with hydro-electric control ... Poster. Appl. author: B. S. F. & D. © 14Feb52; KK72171.

New. Greatest helpers in kitchen history. Youngstown kitchens. Folder. Appl. author: B. S. F. & D. © 10Oct51; KK74772.

The new 1952 Youngstown kitchens Jet-Tower dishwasher with hydro-electric control. Poster. Appl. author: B. S. F. & D. © 15Feb52; KK70734.

No other method can wash dishes so clean, so fast. Youngstown Kitchens 1952 Jet-Tower dishwasher with positive hydro-electric control. Adv. from Better homes and gardens, Mar. 1952, p. 156-157. Appl. author: B. S. F. & D. © 17Feb52; KK72169.

No other method can wash dishes so clean, so fast. Youngstown Kitchens 1952 Jet-Tower dishwasher with positive hydro-electric control. Adv. from Successful farming, Apr. 1952, p. 87. Appl. author: B. S. F. & D. © 25Mar52; KK72163.

No other method washes dishes so clean, so fast. New Youngstown Kitchens Jet-Tower dishwasher ... Folder. Appl. author: B. S. F. & D. © 1Mar52; KK74775.

The perfect all-year gift for her and 16 to choose from. Make her whole year happier ... with a Youngstown Kitchens cabinet sink ... Jet-Tower dishwashing ... automatic elimination of garbage. Adv. from Ladies' home journal, Dec. 1951, p. 32-33. Appl. author: B. S. F. & D. © 28Nov51; KK68850.

See for yourself. All you want in your dream kitchen is here. Adv. from Household, Feb. 1952, p. 83. Appl. author: B.S.F. & D. © 19Jan52; KK69751.

See for yourself! All you want in your dream kitchen is here! New 1952 spring special. Full-size Youngstown kitchens. Adv. from American home, Feb. 1952, p. 71. Appl. author: B. S. F. & D. © 25Jan52; KK70083.

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Special \$100 allowance to purchasers of the new 1952 Youngstown Kitchens 48" Jet-Tower dishwasher with hydro-electric control ... Poster. Appl. author: B. S. F. & D. © 13Feb52; KK72170.

There had to be a better way to wash dishes. Youngstown Kitchens Jet-Tower dishwasher with hydro-electric control. Folder. Appl. author: B. S. F. & D. © 4Feb52; KK72166.

MULLINS MANUFACTURING CORPORATION ©.
Cont'd.

We never dreamed it would help our household so much. Mrs. William A. Green, jr., prominent Dallas hostess. Youngstown Kitchens, Jet-Tower dishwasher. Adv. from Junior league magazine, Jan. 1952, p. 27. Appl. author: B. S. F. & D. © 26Dec51 (in notice: 1952); KK69566.

Youngstown kitchen advertising manual. 130 p. Appl. author: B. S. F. & D. © 1Apr52; KK74778.

Youngstown kitchens. Specifications for cabinet sinks, electric sinks ... 15 p. Appl. author: B. S. F. & D. © 4Aug51; KK70103.

MULTI-FACET COMPANY.
For greater beauty choose a diamond cut by Multi Facet. Adv. from the

Saturday evening post, Apr. 26, 1952, p. 6. Appl. author: Ellington & Co., inc. © The Multi-Facet Co.; 23Apr52; KK74193.

The right girl, the right diamond, cut by Multi-Facet. (Rings) Adv. from the Saturday evening post, Dec. 15, 1951, p. 71. Appl. author: Ellington & Co., inc. © The Multi-Facet Co.; 12Dec51; KK69460.

See the added beauty in diamonds. (Rings) Adv. from Saturday evening post, Mar. 22, 1952, p. 78. Appl. author: Ellington & Co., inc. © The Multi-Facet Co.; 19Mar52; KK74483.

MUSKEGON PISTON RING COMPANY ©.
Made for each other; service piston ring sets by Muskegon. (Ballroom scene) Adv. from Automotive indus-

tries, Dec. 15, 1951, p. 91. Appl. author: Art Kanaske. © 15Dec51; KK69452.

Made for each other; service piston ring sets by Muskegon. (Sofa scene) Adv. from Automotive industries, Nov. 15, 1951, p. 109. Appl. author: Art Kanaske. © 15Nov51; KK69451.

MUTSCHLER BROTHERS COMPANY, INC. ©.
Porta-bilt planned Mutschler custom kitchens. 16 p. Appl. author: Juhl Advertising Agency. © 21Mar52 (in notice: 1951); KK71863.

MUTUAL SHOE COMPANY ©.
Double-barreled shoemanship to stimulate your sales figures ... for spring-summer '52. Foot Flairs. (Women's shoes) Folders. Appl. author: Jason Nathaniel Silton. © 18Feb52; KK71308.

N

NA-CHURS PLANT FOOD COMPANY ©.

Na-Churs liquid fertilizer. Makes the good earth better. For lawns, flowers, shrubs ... Used by leading tomato growers, tobacco growers, florists ... Directions. Label. Appl. author: John Davis House, Jr. © 20Dec51; KK68810.

A progress report on liquid fertilizer. Na-Churs. Adv. from Better farming methods, Jan. 1952, p. 39-42. Appl. author: The Jay H. Maish Company. © 1Jan52; KK68981.

NACO FERTILIZER COMPANY ©.

Nurish plant feeding guide and instruction. (Plant food concentrate) Folder. Appl. author: Kelly, Nason, inc. © 1Feb52; KK72442.

Plants must drink their food. Nurish feeds your plants the liquid way! (Plant food concentrate) Folder. Appl. author: Kelly, Nason, inc. © 22Mar52; KK72892.

NAHSER, FRANK C.

42° below, eleven miles to go. KK69731. SEE Gilbert Paper Company. Messages that made history, courtesy of the Babe Ruth Foundation, Inc. KK72984. SEE Gilbert Paper Company.

NARBY FEATURES ©.

I said, can you write an ad ... You can win cash or prizes for Vent-A-Hood ads. (Ventilator) Folder. Appl. author: Warren K. Bredlow. © 25Apr52; KK72796.

NASH (JIM) STUDIO.

Junket brand rennet powder, vanilla flavor. Net wt. 1 1/2 ozs. KK68945. SEE Hansen's (Chr.) Laboratory, inc.

NASH-FINGH COMPANY ©.

Our Family beans with pork hickory smoked in tomato sauce. Contents: 15 1/2 oz. Avoir. Label. © 11Apr52; KK73840.

NASON, KELLY, INC.

Nurish plant feeding guide and instruction. KK72442. SEE Naco Fertilizer Company.

NATIONAL.

Round of offers to make that get-together a success. (Films, viewer, booklets, and books) Sheet. Appl. author: Wayne H. Heckman. © National Film Supply, d.b.a. National; 24Jan52; KK70583.

NATIONAL ADVERTISING COMPANY ©.

Save-Way saving stamps. Premium stamp book. (Merchandise premiums) Pamphlet. Appl. author: A. Robert Draymore. © 3Jan52; KK70252.

NATIONAL AUTOMATIC TOOL COMPANY ©.

Success story of engine block production. How NATCO engineering helped speed manufacturing operations over 15 years. (Drilling machines) Folder. Appl. author: Emerson Hadley Mook. © 15Mar52; KK71822.

NATIONAL AUTOMOBILE DEALERS ASSOCIATION ©.

Motor truck dealer aids. Dec. 1951, no. 2. Sheet. © 23Dec51; KK69954.

NATIONAL COMMITTEE ON THE OBSERVANCE OF MOTHER'S DAY, INC. ©.

Here are your official Mother's Day displays. Mother's Day is May 11. Folder. Appl. author: Irving K. Edwards. © 15Mar52; KK73174.

NATIONAL DAIRY PRODUCTS CORPORATION ©.

Sealtest Golden Guernsey homogenized vitamin D milk pasteurized. One quart liquid. cCross-hatch, burgundy background. Label. Appl. author: Raymond Loewy Associates. © 15May52; KK74817.

Sealtest grade A pasteurized chocolate milk. One-half pint liquid. cBrown cross-hatch, white background. Label. Appl. author: Raymond Loewy Associates. © 3Dec51; KK74819.

Sealtest grade A pasteurized Bulgarian cultured milk. One-third quart liquid. cSolid purple background on one-half of label, cross-hatch & purple background on other half. Label. Appl. author: Raymond Loewy Associates. © 1Feb51; KK74818.

Sealtest Grade A pasteurized 4 o/o lactic milk. One quart liquid. cA cross hatch and violet background. Label. Appl. author: Raymond Loewy Associates. © 1Nov51; KK74824.

Sealtest Grade A pasteurized half and half enriched milk. One pint liquid. cA cross hatch and half light blue and half vermillion background. Label. Appl. author: Raymond Loewy Associates. © 8Jun51; KK74823.

Sealtest homogenized grade A 12 % milk pasteurized. One quart. cCross-hatch, half aquamarine, half vermillion background. Label. Appl. author: Raymond Loewy Associates. © 20Oct51; KK74816.

Sealtest medium cream pasteurized. One quart liquid. cA royal blue cross hatch and cream background. Label. Appl. author: Raymond Loewy Associates. © 10May52; KK74821.

Sealtest pasteurized Golden Jersey milk. One quart liquid. cCross-hatch, maroon background. Label. Appl. author: Raymond Loewy Associates. © 24Jun51; KK74820.

Sealtest pasteurized grade A Golden Guernsey milk. One quart liquid. cBurgundy cross-hatch and cream background. Label. Appl. author: Raymond Loewy Associates. © 29Sep51; KK74815.

Sealtest prestige ice cream. cAgainst a blue-violet and white scroll background. One pt. liq. Label. Appl. author: Raymond Loewy Associates. © 4Apr52; KK74290.

NATIONAL DETERGENT PRODUCTS.

Gleam Kleen, amazing alkaynes, odorless, for cleaning venetian blinds. Label. © Albert Henry McKee, t.a. National Detergent Products; 28Jan52; KK70776.

NATIONAL DISTILLERS PRODUCTS CORPORATION ©.

Pleasant moments in sports, by Bob Considine. PM. (Whiskey) Adv. from Life, Dec. 17, 1951, p. 63. Appl. author: Felix Sutton. © 14Dec51; KK69891.

Pleasant moments in sports, by Bob Considine. PM. (Whiskey) Adv. from Life, Jan. 28, 1952, p. 36. Appl. author: Felix Sutton. © 25Jan52; KK70875.

NATIONAL DISTILLERS PRODUCTS CORPORATION. U. S. INDUSTRIAL CHEMICALS COMPANY DIVISION ©.

Don't work for Wicked Willie Weevil, use Pyrenone grain protectant. (Insecticide) Adv. from Farm and ranch-southern agriculturist, July 1952, p. 7. © 16Jun52; KK74901.

Here's a proven way to prevent insect damage to stored wheat before it starts. Pyrenone wheat protectant. (Insecticide) Folder. © 28Apr52; KK73265.

Kansas State College tests show outstanding results for Pyrenone wheat protectant. Adv. from Southern seedsman, Apr. 1952, p. 17. © 20Mar52; KK72512.

New, proven way to stop weevil damage to stored grains. Pyrenone grain protectant. (Insecticides) 14 p. © 28Apr52; KK73258.

The protectant sales powerizer adds power to your sales of protectants. 1952 big year for protectant sales. Pyrenone. (Insecticides) Sheet. © 28Apr52; KK73266.

Pyrenone grain protectant. New proven way of preventing weevil damage to stored grain. Stop this kind of weevil damage to your stored corn. (Insecticides) Folder. © 28Apr52; KK73263.

Pyrenone grain protectant protects corn in storage from Wicked Willie Weevil. (Insecticides) Pamphlet. © 28Apr52; KK73261.

Pyrenone wheat protectant prevents grain insect damage to stored wheat. A product proved under actual farm storage conditions. (Insecticides) Folder. © 28Apr52; KK73262.

Pyrenone wheat protectant prevents grain insect damage to stored wheat. A product proved under actual farm storage conditions. (Insecticides) 7 p. © 28Apr52; KK73260.

Sell Pyrenone grain protectant. Wicked Willie Weevil helps you sell Pyrenone grain protectant. (Insecticides) Sheet. © 28Apr52; KK73259.

Wicked Willie Weevil means business for you. Pyrenone grain protectant is the answer to stored grain insect problems. (Insecticides) Folder. © 28Apr52; KK73264.

NATIONAL EDUCATIONAL ALLIANCE, INC. ©.

The world's finest, most up-to-date complete courses in every type of photography. The encyclopedia of photography. 11 giant volumes. Over 250 highest-paid experts show you everything ... Sheet. Appl. author: Fred C. Breilsmeister. © 14May51; KK68798.

NATIONAL ELECTRIC PRODUCTS CORPORATION ©.

Busway systems. (Electrical busways & devices) 18 p. © 9May52; KK73963.

NATIONAL Film Supply, d.b.a. National. SEE National.

NATIONAL GEOGRAPHIC MAGAZINE ©.

Look who's reading National Geographic. (Publication) Adv. from Advertising age, June 2, 1952, p. 42. Appl. author: VanSant, Dugdale & Co. © 2Jun52; KK74124.

NATIONAL GYPSUM COMPANY ©.

Gold Bond fireproof rock wool insulation. 21 p. © 8Feb52; KK70463.

NATIONAL HOMEMAKER'S LEAGUE.

Judith Courtney says: you too will love this new life-time, cold-rolled, ultra-thick, all waterless cookware. Premium deluxe Genie Craft set. Poster. © Henrietta N. Smith & Mary W. Lockyer, a partnership, d.b.a. National Homemaker's League; 10Jan52; KK70825.

National advertisers use these celebrities. Who is Genie Craft? The oldest producers and originators of Genie Craft waterless cookware. Pamphlet. © Henrietta N. Smith & Mary W. Lockyer, a partnership, d.b.a. National Homemaker's League; 10Jan52; KK70826.

NATIONAL PAINT COMPANY ©.

Seelec, 1000-A ignition waterproofing. Label. Appl. author: Jacob Charles Fitz. © 6Dec51; KK70707.

NATIONAL PAINT COMPANY. Cont'd.

Shoe seal waterproofing compound and lustre booster for shoes and leather-goods. Label. Appl. author: Jacob Charles Fitz. © 6Dec51; KK70708.

Siliclear. Masonry's clear water repellent. (Water repellent liquid for masonry surfaces) Label. Appl. author: Jacob Charles Fitz. © 6Dec51; KK70667.

NATIONAL PAINT, VARNISH AND LACQUER ASSOCIATION, INC. ©.

During the past 3 years 300,000,000 salesmen have been working for you! (Paints, varnishes, lacquers, enamels, etc.) Adv. from National Painters Magazine, Oct. 1951, p. 13. © 15Oct51; KK69934.

To get over-all protection, make sure you start at the roof! (Paints, varnishes, lacquers, enamels, etc.) Adv. from Factory management and maintenance, Oct. 1951, p. 361. © 1Oct51; KK69935.

NATIONAL PRESSURE COOKER COMPANY ©.

Deep-fried foods à la patio as prepared by the world's finest chefs. Presto automatic Dixie-Fryer. (Deep-fat fryers) Adv. from Sunset, July 1951, p. 97. Appl. author: Louis Melamed. © 25Jun51; KK69361.

Here's one gift that gives, and gives, and gives. Presto. (Pressure cookers) Adv. from Good housekeeping, Nov. 1951, p. 170. Appl. author: Louis Melamed. © 20Oct51; KK69360.

How to deep-fry all foods at home as expertly as the world's finest chefs. Here's how to get that golden-brown, full-flavored, mouth-watering goodness ... Presto automatic Dixie-Fryer. Adv. from McCall's, July 1951, p. 66. Appl. author: Louis Melamed. © 25Jun51; KK71765.

How to deep-fry all foods at home as expertly as the world's finest chefs. Presto automatic Dixie-Fryer. (Deep-fat fryers) Adv. from Good housekeeping, Aug. 1951, p. 163. Appl. author: Louis Melamed. © 20Jul51; KK69358.

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How to save money on your food bills. How to cook 3 to 4 times faster. Presto cookers. (Pressure cookers) Adv. from Household, Feb. 1952, p. 80. Appl. author: Louis Melamed. © 20Jan52; KK71763.

How to save money on your food bills. Presto. (Pressure cookers) Adv. from Living for young homemakers, Oct. 1951, p. 137. Appl. author: Louis Melamed. © 20Sep51; KK69354.

I go for the gift I gave my wife. Presto automatic Dixie-Fryer. (Deep-fat fryers) Adv. from Esquire, Dec. 1951, p. 279. Appl. author: Louis Melamed. © 7Nov51; KK69355.

It's fun to keep house the Presto way. Presto cooker, Presto Vapor-Steam iron and Presto automatic Dixie-Fryer. Adv. from Modern bride, fall 1951, p. 174. Appl. author: Louis Melamed. © 15Jul51; KK71767.

It's lighter than you think. Of course, it's the famous Presto Vapor-Steam iron. Adv. from Better homes & gardens, Sept. 1951, p. 138. Appl. author: Louis Melamed. © 24Aug51; KK69363.

Lucky brides become happy homemakers with Presto products, because it's fun to keep house the Presto way. (Pressure cookers, irons, etc.) Adv. from Bride's magazine, autumn 1951, p. 153. Appl. author: Louis Melamed. © 15Jul51; KK69357.

Now you can deep-fry all foods at home as expertly as the world's finest chefs. Presto automatic Dixie-Fryer. Adv. from Family circle, Oct. 1951, p. 8. Appl. author: Louis Melamed. © 25Sep51; KK71764.

Now you can deep-fry all foods at home as expertly as the world's finest chefs. Presto automatic Dixie-Fryer. (Deep-fat fryers) Adv. from the Saturday evening post, June 16, 1951, p. 107. Appl. author: Louis Melamed. © 14Jun51; KK69352.

Presto cooking means better nourished families at less cost, in less time. (Pressure cookers) Adv. from Parents' magazine, Oct. 1951, p. 89. Appl. author: Louis Melamed. © 25Sep51; KK69362.

Uses ordinary tap water. Saves up to one-half ironing time. The most amazing steam-or-dry iron ever invented. Presto Vapor-Steam iron. Adv. from McCall's, Nov. 1951, p. 74. Appl. author: Louis Melamed. © 22Oct51; KK71766.

When the gang gets together, give 'em Presto Dixie-Fried foods. (Deep-fat fryers) Adv. from Holiday, Nov. 1951, p. 127. Appl. author: Louis Melamed. © 17Oct51; KK69353.

When you shop for a pressure cooker, remember this: only Presto cookers give you the Pressure-Tru indicator weight. Adv. from Household, Sept. 1951, p. 67. Appl. author: Louis Melamed. © 20Aug51; KK69359.

Worried about the high cost of eating? Here's how to save money on your food bills. Presto. (Pressure cookers) Adv. from Modern romances, Sept. 1951, p. 9. Appl. author: Louis Melamed. © 7Aug51; KK69356.

NATIONAL RETAIL HARDWARE ASSOCIATION ©. 1003 household hints and work savers. IRHA. Get this valuable work-and-money-saver free. (Hardware) Adv. from Better homes & gardens, Mar. 1951, p. 185. Appl. author: Glenn Jordan, Stoetzel, inc. © 20Feb51; KK69523.

NATIONAL RUBBER MACHINERY COMPANY ©. National disposer, model 35-Cs. Garbage? It's a thing of the past. Folder. Appl. author: Halbert Frank. © 1Nov51; KK69081.

NATIONAL Schools. Los Angeles. SEE Los Angeles. National Schools.

NATIONAL SHAWMUT BANK.

Now, 20 of America's 25 largest corporations bank at Shawmut, and over 10,000 New England businesses of every size and category are Shawmut customers. Adv. from the Christian science monitor, Jan. 3, 1952, p. 5. Appl. author: The Blow Company, inc. © The National Shawmut Bank; 3Jan52 (in notice: 1951); KK69508.

NATIONAL SPORTSWEAR COMPANY ©.

National Park sportswear. Label. Appl. author: Horace E. Brown. © 20Dec51; KK69690.

National's Hollywood influence sportswear. Label. Appl. author: Horace E. Brown. © 20Dec51; KK69691.

National's WB brand fully shrunk. (Pants, shirts, allover and shop coats) Label. Appl. author: Horace E. Brown. © 20Dec51; KK69692.

NATIONAL SUPPLY COMPANY.

Announcing a major design change, in the Type 50-A rig to incorporate an "Airflex inertia brake". Bulletin no. 366-A. Supplement to Bulletin no. 366. (Oil well drilling equipment) Sheet. Appl. author: Kenneth L. Roberts. © The National Supply Co.; 5Feb52; KK70135.

Atlas Imperial Diesel engines. Model 45. Bulletin no. 5107A. 7 p. Appl. author: John Seagren. © The National Supply Co.; 20Mar52; KK71828.

Ideal electric steel products, from melting furnace to finished product. 27 p. Appl. author: Kenneth L. Roberts. © The National Supply Co.; 6Feb52; KK70220.

Stationary Diesel. Atlas Imperial Diesel engines. Model 45. Bulletin no. 5203. 7 p. Appl. author: John Seagren. © The National Supply Co.; 20Mar52; KK71832.

Stationary Diesel Superior engines. Model 40. Bulletin no. 5200. 7 p. Appl. author: John Seagren. © The National Supply Co.; 20Mar52; KK71829.

Stationary Diesel Superior engines. Models; 60 and 80. Bulletin no. 5201. 7 p. Appl. author: John Seagren. © The National Supply Co.; 20Mar52; KK71830.

Stationary Diesel Superior engines. Model 65. Bulletin no. 5202. 7 p. Appl. author: John Seagren. © The National Supply Co.; 20Mar52; KK71831.

Superior engines. Marine Diesels. Model 65. Bulletin no. 5111. 7 p. Appl. author: John Seagren. © The National Supply Co.; 15Feb52; KK71205.

NATIONAL Tube Division, United States Steel Company. SEE United States Steel Company. National Tube Division.

NATIONAL WELDING EQUIPMENT COMPANY ©.

Here are ten reasons why you too will like this fine welding torch. National. (Gas welding and flame cutting equipment) Pamphlet. Appl. author: Ernest Ludwig Mathy. © 19Feb52; KK72789.

Here's how to operate a National welding or cutting outfit. 23 p. Appl. author: Ernest Ludwig Mathy. © 30Sep51; KK72788.

Your thumb can't control 2200 pounds pressure but here's how a regulator does it. (Compressed gas cylinder, manifold and line regulators) 43 p. Appl. author: Ernest Ludwig Mathy. © 20Mar52; KK72969.

NATIONWIDE FEATURES SYNDICATE ©.

Dominion Dan, your tire man sez. Dominion Royal tires. Sheets. Appl. author: Michael M. Gray. © 28Feb52; KK71736.

Dominion Dan, your tire man, sez: If you ask me, relatives are inherited critics. Francis Tire Company. Dominion Royal tires. Adv. from the Winnipeg tribune, Aug. 24, 1951. Appl. author: Michael M. Gray. © 24Aug51; KK69095.

NAVAS, JOHN ©.

Fittings that fit, they save you money. Letterhead. © 2May52; KK73801.

NEEDHAM, LOUIS AND BRORBY, INC.

At last, a way to clean floors as you give them heavy wax protection! KK72773. SEE Johnson (S. C.) and Son, inc.

Chrome trim is critical problem. Leading car makers urge protective measures. KK73652. SEE Johnson (S. C.) and Son, inc.

Easy as fallin' down a well to give your car long-lasting wax protection. KK73653. SEE Johnson (S. C.) and Son, inc.

From the Johnson's wax laboratories, a new kind of floor polish ... KK72341. SEE Johnson (S. C.) and Son, inc.

Get both and save 1/3. KK71558. SEE Johnson (S. C.) and Son, inc.

How the Glo-Coat 6 minute waxing. KK71339. SEE Johnson (S. C.) and Son, inc.

I found the loveliest floors are never scrubbed! KK69663. SEE Johnson (S. C.) and Son, inc.

New 6-minute method saves hours of scrubbing. KK69703. SEE Johnson (S. C.) and Son, inc.

New way to wax a table, without rubbing. KK74046. SEE Johnson (S. C.) and Son, inc.

No bother a-tall to give your car long-lasting wax protection. KK74600. SEE Johnson (S. C.) and Son, inc.

Nothing beautifies and protects wood floors like paste wax! KK70065 ... SEE Johnson (S. C.) and Son, inc.

Now give floors heavy wax protection as you clean them. KK71758 ... SEE Johnson (S. C.) and Son, inc.

Scientific research wins another battle. KK70832. SEE Johnson (S. C.) and Son, inc.

'Tain't no trouble to give your car long-lasting wax protection. KK74412. SEE Johnson (S. C.) and Son, inc.

Today, a new hard gloss polish to end scuffed-up floors. KK73138. SEE Johnson (S. C.) and Son, inc.

Today, a new kind of Glo-Coat: Johnson's hard gloss Glo-Coat. KK70833. SEE Johnson (S. C.) and Son, inc.

Yep, sure is easy to give your car long-lasting wax protection! Johnson's Car-Plate waxes any car in 20 minutes! KK74346. SEE Johnson (S. C.) and Son, inc.

NEIGHBOR, JAMES EDWARD ©.

Junior size Rusticraft California redwood ... patio furniture. For children 2 to 12 years. Label. © 10Mar52; KK72627.

NEIMAN-MARCUS COMPANY ©.

Ah, the new way of mink. (Fur) Adv. from the Dallas morning news, Mar. 25, 1952, p. 16. © 25Mar52; KK72076.

Bisque. Seems everything blonde is fabulous ... (Fur) Adv. from the Dallas morning news, June 22, 1952, p. 14. © 22Jun52; KK74923.

Bisque, the coming color in furs, destined to be every woman's most becoming shade. Adv. from the Dallas morning news, June 15, 1952, p. 2. © 15Jun52; KK74924.

Blue blood silverblu ranch mink 1395.00. Adv. from the Dallas morning news, Jan. 16, 1952. © 16Jan52; KK70020.

Continental mink. Our exciting new design that's all things to all women. (Fur) Adv. from the Dallas morning news, May 11, 1952, p. 2. © 11May52; KK73970.

The cowl cape, a new design that's meant to complement both your bouffant and narrow skirts. (Fur) Adv. © 20Mar51 (in notice: 1952); KK71794.

The Emba family tree of mutation colors. These fabulous minks grew on a famous tree. (Fur) Adv. © 17Feb52; KK70711.

Expert advice. Remodeling of furs is an art you should trust only to experts. Adv. from the Daily times herald, June 15, 1952, p. 26. © 15Jun52; KK71922.

Exquisite Canadian wild mink, enough for just eight coats, custom made for you now at especially desirable prices. (Fur) Adv. from the Dallas morning news, Apr. 20, 1952, p. 2. © 20Apr52; KK73250.

Final reductions on our famous furs; final sale. Adv. from the Dallas morning news, Feb. 3, 1952, p. 7. © 3Feb52; KK70237.

The fur lei. Adv. from the Dallas morning news, May 28, 1952, p. 16. © 28May52; KK74878.

Gentlemen prefer blondes, and women prefer N-M blondes. (Furs) Adv. from the Dallas morning news, Dec. 24, 1951. © 24Dec51; KK69462.

Here, a news resume of the stoles you'll see covering bare summer shoulders, swathing a suit when fall comes back. The new mink stoles in royal pastel. (Fur) Adv. © 16Apr52; KK72926.

Imported sables. The traditional Mother's Day gift of great luxury, and really an excellent investment for you. (Fur) Adv. from the Dallas morning news, Apr. 30, 1952, p. 16. © 30Apr52; KK73020.

Jackets from our great January fur sale. You can save several hundred dollars ... Adv. from the Dallas morning news, Jan. 5, 1952. © 5Jan52; KK69463.

Look what 900.00 (and less) buys in our fur sale. Adv. from the Dallas morning news, Jan. 8, 1952. © 8Jan52; KK69587.

Make this the Christmas of Christmas-es. Swath her in Neiman-Marcus mink. Adv. from the Dallas morning news. © 21Nov51; KK69466.

Midnight mink. The chic new spencer of black-dyed mink by Christian Dior. (Fur) Adv. from the Dallas morning news, Apr. 23, 1952, p. 12. © 23Apr52; KK73022.

The mink tuxedo. Adv. © 9Jan52; KK69588.

Moleskin Monte Carlo. Now we've done our famous little travel fur in soft velvety moleskin, 295.00, tax included. Adv. © 13Apr52; KK72927.

A most special purchase of imported dyed-ermine coats, 1500.00. Adv. from the Dallas morning news, Jan. 30, 1952. © 30Jan52; KK70236.

Natural baum martens, the golden blonde furs ... Adv. from the Dallas morning news, Feb. 5, 1952. © 5Feb52; KK70238.

The Neiman-Marcus traditional January sale of furs. Adv. from the Daily times herald, Dallas, Jan. 3, 1952, p. 16. © 3Jan52; KK69464.

A new Monte Carlo now in let-out squirrel. (Fur) Adv. from the Daily times herald, Dallas, Apr. 27, 1952, p. 6. © 27Apr52; KK73021.

New spring mink. (Fur) Adv. © 14Feb52; KK70709.

1/4 to 1/2 off. Further reductions and new additions in our great fur sale. Adv. from the Dallas morning news, Jan. 23, 1952. © 23Jan52; KK70019.

One-of-a-kind fur sale. Adv. © 20Feb52; KK70712.

Our sale is ending; no further reductions will be taken. Even if you have decided you can not afford the fine fur you really want ... Final prices in our fur sale. Adv. from the Dallas morning news, Feb. 24, 1952, p. 3. © 24Feb52; KK71790.

Palomino mink. The fabulous blond of blonds, found only at Neiman-Marcus in the world ... (Furs) Adv. © 4May52; KK74150.

A remarkable special purchase of luxury furs at 50% reductions. Adv. © 27Feb52; KK71791.

Sale of Neiman-Marcus furs, all under 500.00. Adv. © 15Feb52; KK70710.

Sale of 9 exquisite full-length mink coats. Adv. from the Dallas morning news, Jan. 11, 1952. © 11Jan52; KK69589.

A special purchase, usually 1275.00, and a most extraordinary mink buy. Ranch mink 795.00. (Fur) Adv. © 18Mar52; KK71793.

Special values on our own "monte carlo" mink. (Furs) Adv. from the Dallas morning news, Jan. 17, 1952. © 17Jan52; KK70018.

The summer traveler. An N-M tradition; the little fur that goes all year, never finds time to stay at home. Adv. from the Dallas morning news, Mar. 26, 1952, p. 14. © 26Mar52; KK72077.

These furs represent savings up to 40%. Special purchase of mink. Adv. © 8Apr52; KK72614.

This is the time of year; the sable season. (Fur coats) Adv. © 14Nov51; KK68949.

395.00 tax included. Fine blended Hudson Bay sables, dark and very lustrous. In 4-skin arrangements to lend elegance to any Easter suit. Adv. © 3Apr52; KK72613.

To you, we recommend a mink jacket. From our summer traveler collection ... (Furs) Adv. © 9May52; KK74151.

The turn stole, our newest, most versatile mink design. (Fur) Adv. from the Dallas morning news, Mar. 12, 1952, p. 19. © 12Mar52; KK71792.

We prove it with new blonde muskrats; good taste costs no more. (Fur coats) Adv. © 20Nov51; KK68950.

NELSON (N. O.) COMPANY ©.

N. O. Nelson Co. Quality Nonco products, refrigeration, air-conditioning; parts, tools, supplies, equipment. Folder. Appl. author: A. W. Powell, Jr. © on cover only; 23Oct51; KK69020.

NESS, FRED C. ©.

Palma Compound; cleaner, lubricant, preservative. The U. S. Marine Corps standard. Look for Palma Compound, the gold label. (Oil compound) Folder. © 12Aug47; KK70856.

Plumbing, heating, industrials. Catalog 52A. 110 p. Quality Nonco products. Appl. author: Otto F. Depperman. © 15May52; KK74194.

NETEDU, JOHN ROY.

Don't put up with hot-n-cold living any longer. KK73185. SEE Penn Electric Switch Company.

It's time to stop hot-n-cold living. KK73183. SEE Penn Electric Switch Company.

Rid your home of hot-n-cold living. KK73184. SEE Penn Electric Switch Company.

NEW CASTLE PRODUCTS ©.

Builder Skogman says, Modernfold doors give us extra space at no extra cost. Adv. from American builder, Feb. 1952, p. 228. Appl. author: The Buchen Co. © 1Feb52; KK71220.

Club champion, that's the title conferred on Modernfold doors by club operators and members ... Adv. from Architectural record, Jan. 1952, p. 299. Appl. author: The Buchen Co. © 10Jan52; KK71152.

For classrooms, for closets, Modernfold doors give you more room. Adv. from Nation's schools, Mar. 1952, p. 189. Appl. author: The Buchen Company. © 1Mar52; KK72078.

For small dinners or big dances, make one room do with Modernfold doors. Adv. from Hotel management, Mar. 1952, p. 68. Appl. author: The Buchen Co. © 10Mar52; KK71743.

How many classrooms in your basement? Modernfold doors. Adv. from Church management, Feb. 1952, p. 21. Appl. author: The Buchen Co. © 1Feb52; KK71214.

How many rooms do you see here? You see three, now. Modernfold doors. Adv. from American funeral director, May 1952, p. 2. Appl. author: Buchen Co. © 12May52; KK73983.

How many rooms will you need next week? Modernfold doors. Adv. from American funeral director, Oct. 1951, p. 2. Appl. author: The Buchen Company. © 12Oct51; KK68927.

How Park Forest Homes, Inc. sells with Modernfold doors. Add a room in 10 seconds or have a 28-foot living room. Adv. from Practical builder, Mar. 1952, p. 118. Appl. author: The Buchen Co. © 1Mar52; KK72200.

In your auditorium or your basement, build Sunday school rooms quickly, quietly with Modernfold doors. Adv. from Church management, Mar. 1952, p. 25. Appl. author: The Buchen Co. © 1Mar52; KK71745.

Look what you save with Modernfold doors. Adv. from Building supply news, Feb. 1952, p. 113. Appl. author: The Buchen Co. © 1Feb52; KK71204.

Modernfold doors played vital part in selling my houses, builder O. J. Eckert. Adv. from American builder, June 1952, p. 212. Appl. author: Buchen Co. © 1Jun52; KK74759.

Modernfold doors played vital part in selling my houses, builder O. J. Eckert. Adv. from NAHB correlator, May 1952, p. 87. Appl. author: Buchen Co. © 1May52; KK73945.

Modernfold track switches. (Folding doors) Folder. Appl. author: R. H. McConville. © 6Jun52; KK74293.

Now you see it, now you don't. Your ideas come to life, for life with Modernfold doors. Adv. from Progressive architecture, May 1952, p. 42. Appl. author: Buchen Co. © 1May52; KK73946.

One room, or four? Your choice with Modernfold doors. Adv. from Hotel management, May 1952, p. 42. Appl. author: Buchen Co. © 10May52; KK73984.

Our homes with Modernfold doors sell faster than those without. (Folding doors) Adv. from Practical builder, Dec. 1951, p. 62. Appl. author: The Buchen Co. © 1Dec51; KK70628.

Out of sight, out of mind. Your ideas come to life for life with Modernfold doors. Adv. from Architectural record, Apr. 1952, p. 81. Appl. author: The Buchen Co. © 10Apr52; KK72592.

Overflow crowds no problem when you install Modernfold doors. Adv. from American funeral director, Nov. 1951, p. 2. Appl. author: The Buchen Company. © 12Nov51; KK68931.

Suit your space to your schedule with Modernfold doors. Adv. from American funeral director, Jan. 1952, p. 2. Appl. author: The Buchen Co. © 12Jan52; KK71481.

Sunday school, sanctuary, both, thanks to Modernfold doors. Adv. from Church management, May 1952, p. 57. Appl. author: The Buchen Co. © 1May52; KK73327.

Two for the price of one ... Your ideas come to life, for life with Modernfold doors. Adv. from House & home, May 1952, p. 11. Appl. author: Buchen Co. © 10May52; KK73944.

When space is at a premium, space-saving Modernfold doors are invaluable. Your ideas come to life for life with Modernfold doors. Adv. from the Magazine of building, House & home, Mar. 1952, p. 163. Appl. author: The Buchen Co. © 10Mar52; KK71777.

You get more guests and more from them with Modernfold doors. Adv. from Hotel management, Jan. 1952, p. 30. Appl. author: The Buchen Co. © 10Jan52; KK71213.

You get more rooms, more space in each, with Modernfold doors. Adv. from the Catholic school journal, May 1952, p. 46A. Appl. author: The Buchen Co. © 1May52; KK73328.

Your ideas come to life for life with Modernfold doors. Adv. from the Magazine of building, Architectural forum ed., Feb. 1952, p. 195. Appl. author: The Buchen Co. © 10Feb52; KK71139.

Your ideas come to life for life with Modernfold doors. Nothing neutral about this corner. Adv. from Progressive architecture, Jan. 1952, p. 41. Appl. author: The Buchen Co. © 1Jan52; KK71202.

NEW ENGLAND ART PUBLISHERS ©.

Box assortment order blank Christmas 1952. (Greeting cards, novelties) Sheet. © 9Jun52; KK74800.

From north, south, east, west, folks say America's outstanding line. (Greeting cards, novelties) Folder. © 9Jun52; KK74798.

New England Art Publishers proudly present their 1952 Christmas and year 'round line of best selling, top quality, super value, greeting card assortments, gift wrappings and ribbons ... 63 p. © 9Jun52; KK74801.

New 1952 year 'round line of best selling, top quality, super value greeting card assortments, gift wrappings ... 47 p. © 14Jan52; KK69377.

Special outfit offer no. 1. (Greeting cards, novelties) Sheet. © 14Jan52; KK69376.

Yours, a big 5 % extra cash bonus! (Greeting cards, novelties) Sheet. © 9Jun52; KK74799.

NEWALD, CORA GEIGER.

Tumble-proof for lively babies. KK70673. SEE Babee-Tenda Corporation.

NEWARK PARAFFINE AND PARCHMENT PAPER COMPANY ©.

Cornell University. Del Campo's, the better white bread. Cornell recipe. Label. © 16Jan52; KK70669.

NEWBURGH TISSUE COMPANY ©.

Drug stores coupon worth 30¢ redeemable at drug stores selling Mary Lamb facial tissues ... Sheet. Appl. author: Max Levinson. © 21Feb52; KK72738.

Food stores coupon worth 30¢ redeemable at food stores selling Mary Lamb facial tissues ... Sheet. Appl. author: Max Levinson. © 19Feb52; KK72737.

NEWMAN, FRANK SAUL.

Station planning. A complete, well integrated television station ... KK69021. SEE Du Mont (Allen B.) Laboratories, inc.

NEWMAN, HENRY GEORGE.

Rust-Out for silk, wool, cotton, linen. KK71964. SEE Manatee Chemicals, inc.

NICKEL, ALFRED ROBERT.

Add profits for you in '52. KK73442. SEE Underwood Corporation.

At the top of the list. KK71013. SEE Underwood Corporation.

Be sure you are one of the crowd. KK71016. SEE Underwood Corporation.

For that big step from school to office ... KK73443. SEE Underwood Corporation.

Here's the way to get cooperation in the office. KK73441. SEE Underwood Corporation.

Just look, Mr. Parsons now we can do all our bookkeeping ... KK74510. SEE Underwood Corporation.

Know what? I have the 7,000,000th Underwood! KK74511. SEE Underwood Corporation.

Look at all three Underwood Sundstrand models. KK71017. SEE Underwood Corporation.

More profits for you, promote Underwood. KK74509. SEE Underwood Corporation.

The new Underwood Sundstrand model E. KK71014. SEE Underwood Corporation.

On this single machine you post all applications. KK71155. SEE Underwood Corporation.

Statistical typing made easy. KK71018. SEE Underwood Corporation.

Teach students on an Underwood. KK71156. SEE Underwood Corporation.

We highly recommend this machine. KK71019. SEE Underwood Corporation.

Yes, girls! You secretaries have chosen 7,000,000 Underwoods. KK74512. SEE Underwood Corporation.

You're not seeing double. KK71015 ... SEE Underwood Corporation.

NICKEL, EDWIN A.

Unistrut, world's most flexible all purpose metal framing. The original and only Attwood system of metal frame construction. Catalog no. 700. Second edition, January 1952. KK69412. SEE Unistrut Products Company.

NIEDERMEIER, R. P.
Making water pay dividends in the dairy barn and the milk house, prepared with the technical assistance of James W. Crowley and R. P. Niedermeier. KK69424. SEE Wisconsin Advertising Service.

NIGRO, ANTHONY L. ©
We use grapes in our wine. Pirrone wines. 58¢. Label. © 29Oct51; KK69319.

NIRESK INDUSTRIES.
Direct from factory to you. 34 piece set, including 10 pc. stainless steel hollow ground knife set and 24 pc. solid stainless tableware. Adv. from the Nation's agriculture, Sept. 1951, p. 4 of cover. Appl. author: Robert Kahn. © Niresk Industries, a subsidiary of The Weatherman; 1Sep51; KK72206.

New 24 piece play set. Includes 11 inch Latex body doll. Adv. from the American Legion magazine, Oct. 1951, p. 1. Appl. author: Robert Kahn. © Niresk Industries, a subsidiary of The Weatherman; 1Oct51; KK72207.

Prize winning doll, now with magic hair. Baby Blue Eyes miracle skin doll with unbreakable plastic head. Adv. from Extension, Oct. 1951, p. 5. Appl. author: Robert Kahn. © Niresk Industries, a subsidiary of The Weatherman; 1Oct51; KK72205.

NIXDORFF-KREIN MANUFACTURING COMPANY ©.
Amazing new style of tire chains. Quickly, easily attached. Without jacking up wheel, without crawling under car, without soiling clothes. The old way. The Rolon way. Folder. Appl. author: William E. Dorman. © 20Oct51; KK69570.

NOMA Electric Corporation; The Estate Stove Company, subsidiary. SEE Estate Stove Company.

NORCROSS, INC. ©.
Always Christmas. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69188.

Barn dance. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69189.

Busy angel. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69190.

Candle in holly. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69192.

Candleglow, a Holiday Ensemble. Twenty-five special value Christmas cards designed by Norcross. 25 for \$2.00. Label. © 20Mar51; KK69191.

Candletime. From both of us. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69193.

Candy cane. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69194.

Christmas angel. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69195.

Christmas angels designed by Norcross. 14 Christmas cards. Label. © 20Mar51; KK69223.

Christmas night. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69222.

A Christmas note. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69187.

Christmas tonight. A Holiday Ensemble. Twenty-five special value Christmas cards designed by Norcross. 25 for \$2.00. Label. © 20Mar51; KK69203.

Curiosity. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69204.

Double wishes. A Holiday Ensemble. Twenty-five special value Christmas cards designed by Norcross. 25 for \$2.00. Label. © 20Mar51; KK69205.

18 for 79¢. 18 Christmas cards by Norcross. Label. © 20Mar51; KK69224.

Enchanted Christmas. A Holiday Ensemble. Twenty-five special value Christmas cards designed by Norcross. 25 for \$2.00. Label. © 20Mar51; KK69206.

Ermine. A Holiday Ensemble. Twenty-five special value Christmas cards designed by Norcross. 25 for \$2.00. Label. © 20Mar51; KK69207.

Etching style. 16 Norcross Christmas cards. Label. © 20Mar51; KK69241.

Fireside reflections. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69208.

From both of us. 16 Christmas cards designed by Norcross. Label. © 20Mar51; KK69238.

From our house to you. 14 Christmas cards designed by Norcross. Label. © 20Mar51; KK69209.

From the three of us. A Norcross Picture Package. 2 extra-large sheets 22 x 34. 25717. (Wrapping paper) Label. © 20Mar51; KK69177.

From the two of us. A Holiday Ensemble. Twenty-five special value Christmas cards designed by Norcross. 25 for \$2.00. Label. © 20Mar51; KK69196.

Glad tidings. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69197.

Good morning. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69198.

A Holiday Ensemble. Enchanted Christmas. A Norcross Picture Package. 2 extra-large sheets 22 x 34. 25710. (Wrapping paper) Label. © 20Mar51; KK69183.

A Holiday Ensemble. Ermine, the Norcross kitten. A Norcross Picture Package. (Gift wrapping) Label. © 20Mar51; KK71461.

A Holiday Ensemble. Knock Knock. A Norcross Picture Package. 2 extra-large sheets 22 x 34. 25720. (Wrapping paper) Label. © 20Mar51; KK69178.

A Holiday Ensemble. Santa by candlelight. A Norcross picture package. 2 extra-large sheets 22 x 34. 25709. (Wrapping paper) Label. © 20Mar51; KK69182.

Holiday greetings. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69199.

Holiday house. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69200.

Holiday ribbons. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69201.

Holiday trees. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69234.

Holly festival. A Holiday Ensemble. Twenty-five special value Christmas cards designed by Norcross. 25 for \$2.00. Label. © 20Mar51; KK69233.

Holly girl. 12 Christmas cards designed by Norcross. Label. © 20Mar51; KK69235.

Holly splendor. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69202.

Holly time. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69232.

Holly trees. A Holiday Ensemble. Twenty-five special value Christmas cards designed by Norcross. 25 for \$2.00. Label. © 20Mar51; KK69210.

It's Christmas. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69211.

Just kittens by Norcross. 16 Christmas cards. Label. © 20Mar51; KK69240.

Just Santa. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69212.

Knock, knock. A Holiday Ensemble. Twenty-five special value Christmas cards designed by Norcross. 25 for \$2.00. Label. © 20Mar51; KK69213.

Little angel, a Norcross picture package. 2 extra-large sheets 22 x 34. (Gift wrapping) Label. © 20Mar51; KK69176.

Merry, merry, merry. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69214.

Miss Holly. A Holiday Ensemble. Twenty-five special value Christmas cards designed by Norcross. 25 for \$2.00. Label. © 20Mar51; KK69215.

Mr. and Mrs. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69216.

Misty candles. 16 Christmas cards designed by Norcross. Label. © 20Mar51; KK69237.

A Norcross Picture Package. Festive candles, for a glamorous-looking gift. 2 extra-large sheets 22 x 34. 50W141. (Wrapping paper) Label. © 23Mar51; KK69184.

A Norcross Picture Package. Jewel tree, for a gay and festive package. 2 extra-large sheets 22 x 34. 50W143. (Wrapping paper) Label. © 23Mar51; KK69185.

A Norcross Picture Package. Jingle all the way. For a package with a merry Christmas jingle. 50W139. 2 extra-large sheets 22 x 34. (Wrapping paper) Label. © 23Mar51; KK69180.

A Norcross Picture Package. Santa with jewel eyes. 2 Santa seals with sparkling eyes, to place where you wish. 2 extra-large sheets 22 x 34. 50W145. (Wrapping paper) Label. © 23Mar51; KK69186.

Our wishes. A Holiday Ensemble. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69218.

Pine bough. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69219.

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Pow-wow. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69220.

R.F.D., U.S.A. 14 Christmas cards reproduced in full color from original drawings by Norcross. Label. © 20Mar51; KK69236.

Santa by candlelight. A Holiday Ensemble. Twenty-five special value Christmas cards designed by Norcross. 25 for \$2.00. Label. © 20Mar51; KK69221.

Santa's here. A Norcross Picture Package. Santa has really fuzzy whiskers. 50W133. 2 extra-large sheets 22 x 34. (Wrapping paper) Label. © 23Mar51; KK69179.

Susie-Q. 10 Christmas cards designed by Norcross. Label. © 20Mar51; KK69231.

10 Christmas cards for children. Santa's work shop. Christmas cut-outs by Norcross, each one different. Label. © 20Mar51; KK69226.

Three of us. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69230.

12 for 59¢. 12 Christmas cards designed by Norcross. Label. © 20Mar51; KK69225.

12 Norcross Studio cards. Gay festive Christmas cards, each one different. Label. © 20Mar51; KK69217.

25 for \$1.00. 25 Christmas cards, each one different, designed by Norcross. Label. © 20Mar51; KK69239.

21 for 89¢. Christmas cards with lovely winter scenes designed by Norcross. Label. © 20Mar51; KK71462.

Two wishes. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69229.

Warm wishes. Twenty-five special value Christmas cards designed by Norcross. 25 for \$1.00. Label. © 20Mar51; KK69228.

We three. 14 Christmas cards designed by Norcross. Label. © 20Mar51; KK69227.

Your invitation to see Holiday Ensembles by Norcross. A fashion first, for Christmas. (Greeting cards, wrapping paper, etc.) Folder. © 25May51; KK69181.

NORDBERG MANUFACTURING COMPANY ®.

Nordberg 4FS2 Diesel engine. Generating unit; Bulletin 179. (Internal combustion engines) Sheet. Appl. author: Edward L. Satola. © 4Jan52 (in notice; 1951); KK70821.

Nordberg 4FS3 Diesel engine. Clutch models are suitable for belt, chain, gear or direct connection drives. Bulletin 196. (Internal combustion engines) Appl. author: Edward L. Satola. © 30Nov51; KK70481.

Nordberg 4FS3 Diesel engine. Stubshaft models are suitable for direct connection through flexible coupling. Bulletin 195. (Internal combustion engines) Appl. author: Edward L. Satola. © 30Nov51; KK70480.

Norberg heavy duty rail grinder. Model DG. Bulletin 203. (Railroad track working equipment) Appl. author: J. D. Grace. © 14Mar52; KK74240.

NORMA PENCIL CORPORATION ®.

America's most useful pencil. Norma Multikolor pencil. 4 colors in one ... Adv. from Premium practice and business promotion, Mar. 1952, p. 70. Appl. author: William G. Seidenbaum. © 28Feb52; KK71232.

NORMAN, DONALD CLEVELAND.

Catalog of Chicago Bible Society, Chicago Bible House. KK70562. SEE Chicago Bible Society.

NORMAN PRODUCTS COMPANY ®.

Step ahead with the Norman Three-Sixty, the finest in overhead gas heating. (Gas-fired unit heaters) Adv. from Practical builder, July 1951, p. 89. Appl. author: John Williams. © 1Jul51; KK69732.

NORRIS, INC. ®.

Milk chocolate butter almond toffee. Norris exquisite candies. Net weight 10 oz. or over. Label. Appl. author: Mrs. Raymond Lawton Henderson. © 27Dec51; KK70789.

Milk chocolate butter cream pecans. Norris exquisite candies. Net weight 10 oz. or over. Label. Appl. author: Mrs. Raymond Lawton Henderson. © 27Dec51; KK70792.

Milk chocolate covered whole brazil nuts. Norris exquisite candies. Net weight 6 3/4 oz. Label. Appl. author: Mrs. Raymond Lawton Henderson. © 27Dec51; KK70790.

Milk chocolate marshmallow and pecans. Norris exquisite candies. Net weight 10 oz. or over. Label. Appl. author: Mrs. Raymond Lawton Henderson. © 27Dec51; KK70788.

Milk chocolate whole twin almonds. Norris exquisite candies. Net weight 6 1/2 oz. or over. Label. Appl. author: Mrs. Raymond Lawton Henderson. © 27Dec51; KK70793.

Old fashioned selected soft centers. Norris exquisite candies. Net weight 14 oz. or over. Label. Appl. author: Mrs. Raymond Lawton Henderson. © 27Dec51; KK70791.

NORTH AMERICAN MOGUL PRODUCTS COMPANY.

Cut operating costs, increase boiler efficiency. Mogul ever clean boiler process. Results guaranteed. Mogul ever clean ... prevents scale, rust, pitting and corrosion. Folder. Appl. author: Henry G. Tremmel. © The North American Mogul Products Co.; 2Jan52; KK69415.

Get rid of algae in condensers, heat exchangers ... (Algicide) Sheet. Appl. author: Henry G. Tremmel. © The North American Mogul Products Co.; 2Jan52; KK69597.

Installation print no. 102. Directions for installation and operation of a Mogul feeder in a vertical line. Sheet. Appl. author: Henry G. Tremmel. © The North American Mogul Products Co.; 2Jan52; KK68780.

Installation print no. 103. Directions for installation and operation of a Mogul feeder in a horizontal line. ... Mogul Ever Clean boiler process ... Sheet. Appl. author: Henry G. Tremmel. © The North American Mogul Products Co.; 2Jan52; KK68779.

Installation print no. 106. ... Mogul Flow Regulator ... (Feeder) Sheet. Appl. author: Henry G. Tremmel. © The North American Mogul Products Co.; 2Jan52; KK68778.

Installation print no. 107. Directions for the installation and operation of the Mogul One Shot feed-

er. Sheet. Appl. author: Henry G. Tremmel. © The North American Mogul Products Co.; 2Jan52; KK68777.

Installation print no. 108. The North American Mogul Products Co. (Feeder) Sheet. Appl. author: Henry G. Tremmel. © The North American Mogul Products Co.; 2Jan52; KK68776.

Look, thousands of Mogul ever clean boiler process users everywhere. List of consumers: Folder. Appl. author: Henry G. Tremmel. © The North American Mogul Products Co.; 2Jan52; KK69418.

Mogul electric injector for Mogul flue and chimney clean. Sheet. Appl. author: Henry G. Tremmel. © The North American Mogul Products Co.; 2Jan52; KK69569.

Specifications and directions for applying Horneblende reinforced roofs ... light in weight, guaranteed 10 years. Sheet. Appl. author: Henry G. Tremmel. © The North American Mogul Products Co.; 2Jan52; KK69417.

Time is money, save it. Here's how. This is the Mogul power injector. Get rid of demon soot. Here's a clean way to do a dirty job ... with Mogul flue and chimney clean. Folder. Appl. author: Henry G. Tremmel. © The North American Mogul Products Co.; 2Jan52; KK69419.

Wherever water flows Mogul rust eradicator removes and prevents rust, corrosion, scale, congestion. Is your problem congestion, corrosion, pitting etc.? Folder. Appl. author: Henry G. Tremmel. © The North American Mogul Products Co.; 2Jan52; KK69416.

NORTHAM WARREN CORPORATION ®.

For the lucky few who can afford the finest, a longer-wearing nail polish by Peggy Sage. (Cosmetic) Adv. from Lakewood daily times, Lakewood, N. Y., May 20, 1952, p. 3. Appl. author: J. M. Mathes, inc. © 20May52; KK74747.

NORTHERN PAPER MILLS ®.

Look for this star, says Fluffy, the northern cub. Fluff makes northern tissue snowy-soft. Adv. from Household, Nov. 1951, p. 45. Appl. author: Young & Rubicam, inc. © 20Oct51; KK69859.

NORTHROP (R. D.) COMPANY.

Casualty yours, Evans. KK74036. SEE Evans' (L. B.) Son Company.

Cush-N-Air Oxford. A light as air casual shoe ... KK72361. SEE Evans' (L. B.) Son Company.

Here's the best Father's Day present you could possibly find, Evans hand turned slippers. KK73813. SEE Evans' (L. B.) Son Company.

New comfort and a new look too, Evans slippers, hand turned. KK74077. SEE Evans' (L. B.) Son Company.

Slippers and casuals. KK72491. SEE Evans (L. B.) Son Company.

To dad for the rest of his life, Evans slippers. KK74037. SEE Evans' (L. B.) Son Company.

NORTHWEST BULB CORPORATION ®.

Perky Polly's carry-home plants. A bantam re-use basket for kittens or kiddies. (Flower plants) Label. Appl. author: Warren Cameron. © 28Mar52; KK73057.

NORTHWEST PACKING COMPANY ®.

Oregon Trail. Chuck wagon style pork an' beans. Label. Appl. author: Wayne Bagley. © 1Apr52; KK72482.

NORTHWEST PAPER COMPANY.

Mountie offset, a Northwest pedigreed paper. cMountie on snowshoes, painted by A. Friberg. Folder. © The Northwest Paper Co.; 21Feb52; KK71432.

Northwest news. (Paper) Pamphlet. © The Northwest Paper Co. (Mountie talking to woodsman, wife and child) © 27Mar52; KK72934.

Northwest pedigreed papers. (Mountie leading wagon train across stream) Sheet. Signed: A. Friberg. © The Northwest Paper Co.; 1Dec51; KK69646.

Northwest pedigreed papers always make good printing better. (Mountie and guide in canoe in rapids) Adv. from American paper converter, Mar. 1952. © The Northwest Paper Co.; 3Mar52; KK71299.

Northwest pedigreed papers always make good printing better. (Mountie talking to trapper about bear rug) Adv. from American paper converter, Jan. 1952. © 27Dec51; KK69383.

Northwest pedigreed papers always make good printing better. (Mountie watching woodsman washing) Adv. from American paper converter, May 1952. © The Northwest Paper Co.; 2May52; KK73427.

NORWAY CANNING INDUSTRY ©.

Here's proof the best tasting sardines come your way - from Norway. Adv. from New York world telegram, May 15, 1952. Appl. author: McCann-Erickson, inc. © 15May52; KK74604.

NUTBURGER SHOP.

Valborg-Lind all purpose sauce. Net contents: 1 pint. Label. © Alexander O. Lindquist, d.b.a. The Nutburger Shop; 23May52; KK73856.

NUTRENA MILLS, INC. ©.

A guaranteed way to get at least 10 % more eggs. By J. C. Hamilton. (Poultry feed) Adv. from the Farmer, Oct. 20, 1951, p. 5. © 20Oct51; KK72886.

Your dog deserves this famous show-dog dog food. Nutrena dog food stepped-up with special Livium for dogs. 5 lbs. net meal. Label. © 1Jun51 (in notice: 1950); KK73609.

NYLO-SAVE LABORATORY ©.

Nylo-Save, a nylon hosiery protective rinse. Label. Appl. author: Rudolph Smisek. © 15Mar51; KK69279.

O

OBERAUER, LOUIS A.

General flowsheet for H. M. S. no. 1. KK70688. SEE Western Machinery Company.

General flowsheet for H. M. S. no. 2. KK70690. SEE Western Machinery Company.

WKE (HMS) Mobil-Mill, general arrangement of proposed 5 gravity HMS separation plant. 119-801C. KK69539. SEE Western Machinery Company.

O'BRIEN, EDNA.

Packing is quick, easy, wrinkle free, in a Gladiator. KK74679. SEE Dresner (S.) and Son, inc.

OBSTFELD, LOU.

Markwell S-O Obro stapler. KK71388. SEE Markwell Manufacturing Company, inc.

S-O staples for use in Markwell S-O Obro staplers. KK72022. SEE Markwell Manufacturing Company, inc.

Staple-first, featuring the Markwell Pacemaker stapler. KK71465 ... SEE Markwell Manufacturing Company, inc.

Staple-first. Markwell fastens quicker 'n' easier. KK71285. SEE Markwell Manufacturing Company, inc.

Teamwork assures world's champion-ship stapling service. KK72985. SEE Markwell Manufacturing Company, inc.

O-CEL-0, INC. ©.

America's favorite sponge has water breathing action. O-Cel-0 cellulose sponge for all kinds of cleaning. Adv. from Everywoman's, Mar. 1952, p. 62. Appl. author: Comstock & Co. © 28Feb52; KK71500.

Kiddies love 'em cause they float, cleans them up while playing boat. O-Cel-0 genuine cellulose sponges. Water breathing action does it. Adv. Appl. author: Comstock & Co. © 23Mar52; KK71927.

Water breathing action does it. O-Cel-0 genuine cellulose sponges. Cleans faster. Adv. Appl. author: Comstock & Co. © 16Mar52; KK71928.

OFFERS.

Do you want this \$1100 worth of free offers and gifts, all free? Offers-Magazine. Sheet. © K. Lyman Ames, d.b.a. Offers; 22Jan52; KK71647.

OHRBACH'S, INC. ©.

I don't have to marry for money, sir. I shop at Ohrbach's. (Clothing) Adv. from the New York times, Mar. 9, 1952, p. 46. Appl. author: Doyle Dane Bernbach, inc. © 9Mar52; KK71182.

I'd rather die, sir, than give up a woman who shops at Ohrbach's. (Clothing) Adv. from the New York times, Apr. 20, 1952, p. 55. Appl. author: Doyle Dane Bernbach, inc. © 20Apr52; KK72561.

I'll never forgive myself. If only I had known about Ohrbach's before, you wouldn't have had to rob that bank. (Clothing) Adv. from the New York times, Apr. 6, 1952, p. 51. Appl. author: Doyle Dane Bernbach, inc. © 6Apr52; KK72203.

I'm following you, Jane. Everybody is; I'm on my way to Ohrbach's for the new Paris fashions. See Paris at Ohrbach's. (Clothing) Adv. from the New York times, Mar. 23, 1952, p. 45. Appl. author: Doyle Dane Bernbach, inc. © 23Mar52; KK71534.

Isn't it about time somebody gave me something new? Father's Day is near (June 15th) and so is Ohrbach's ... (Wearing apparel) Adv. from New York post, June 4, 1952, p. 21. Appl. Doyle Dane Bernbach, inc. © 4Jun52; KK74135.

Listen, baby, the only way you can help him now is to shop at Ohrbach's. (Clothing store merchandise) Adv. from the New York times, Mar. 16, 1952, p. 55. Appl. author: Doyle Dane Bernbach, inc. © 16Mar52; KK71321.

Listen, sonny, you don't have to be a big butter and egg man to get a beautiful Mother's Day gift at Ohrbach's. (Clothing) Adv. from New York post, Apr. 30, 1952, p. 21. Appl. author: Doyle Dane Bernbach, inc. © 30Apr52; KK73053.

There's a lot of sense in every dollar you spend at Ohrbach's. (Clothing store merchandise) Adv. from Newark Sunday news, Newark, N. J.,

Feb. 24, 1952, p. 21. Appl. author: Doyle Dane Bernbach, inc. © 24Feb52; KK70830.

You can stop taking in wash now, dear. I started shopping at Ohrbach's. (Women's clothes) Adv. from the New York times, Mar. 2, 1952, p. 55. Appl. author: Doyle Dane Bernbach, inc. © 2Mar52; KK70945.

OLD TAYLOR DISTILLERY COMPANY.

Established by E. H. Taylor Jr. & Sons. The sign of a good whiskey. Old Taylor. Adv. from Look, Jan. 29, 1952, p. 3 of cover. Appl. author: Kudner Agency, inc. © The Old Taylor Distillery Co.; 15Jan52; KK69870.

OLDS, MAC L.

Plyron, hardwood faced plywood. KK71431. SEE Douglas Fir Plywood Association.

OLEET JEWELRY MANUFACTURING COMPANY ©.

Your mustard seed faith charm. (Jewelry) Label. © 26Jan52; KK69669.

OLIN Cellophane Division, Ecusta Paper Corporation.

SEE Ecusta Paper Corporation. Olin Cellophane Division.

OLIN'S USED CARS, INC. ©.

Only at Olin's, new sensational 4 Square used cars. Tested and approved for your protection. Adv. from the Miami herald, Miami, Fla., Mar. 30, 1952, p. 21. Appl. author: Curtis C. Le Wald. © 30Mar52; KK72066.

OLIVER, LAWRENCE.

Oliver nutri-marine condensed fish solubles. KK70626. SEE American Processing Company.

Oliver super-marine fertilizers condensed fish solubles. KK70625. SEE American Processing Company.

OLIVER CORPORATION.

Finest in farm and industrial machinery. cWall calendar for 1953. Appl. author: Donald Frank Silk. © The Oliver Corp.; 2Apr52; KK74462.

OLSON, JACK.

You can make money legitimately. KK73160. SEE Shipman Manufacturing Company.

OLSON BROTHERS, INC. ©.

Olson Brothers egg inventory control and order chart. Sheet. © 2Jan52; KK70891.

OLSON RUG COMPANY ©.

An accurate picture, actual size, of a piece cut from an Olson rug to show the sturdy construction ... Sheet. Appl. author: Arthur William Prussing. © 16Feb52; KK72029.

America's finest low priced broadloom. Lovellier Olson rugs at special reduced prices. Now, your old rugs, clothing save more than ever. Envelope. Appl. author: Arthur William Prussing. © 21Feb52; KK71700.

Cinnamon taupe; popular, rich new color that goes with almost everything. Practical, wholly charming. (Rugs) Sheet. Appl. author: Arthur William Prussing. © 25Mar52; KK72030.

Come direct to the great Olson rug factory and see how much you save! Adv. from Chicago Sunday tribune, Apr. 27, 1952. Appl. author: Arthur William Prussing. © 27Apr52; KK74811.

OLSON RUG COMPANY. ©. Cont'd.

Dear friend: The other morning, as a group of club women finished a tour of the Olson factory, one of the officers said to me ... (Rugs) Sheet. Appl. author: Arthur William Prussing. © 14Feb52; KK71702.

Great Olson factory-to-you sale.

Fine broadloom rugs and wall-to-wall carpet. Adv. from Chicago Sunday Tribune, Mar. 30, 1952, p. 17. Appl. author: Arthur William Prussing. © 30Mar52; KK72080.

How to have lovely broadloom rugs and save up to 1/2 your rug money. Olson rug magic. Adv. from Woman's day, Feb. 1952. Appl. author: Arthur William Prussing. © 24Jan52; KK71613.

How to have lovely broadloom rugs and save up to 1/2 your rug money. Olson rug magic. Adv. from Woman's home companion, Feb. 1952. Appl. author: Arthur William Prussing. © 18Jan52; KK71816.

It's fun to use this Olson rug selector. Sheet. Appl. author: Arthur William Prussing. © 25Mar52; KK72028.

Let the valuable materials in your old rugs, clothing, save you up to half. (Rugs) Folder. Appl. author: Arthur William Prussing. © 26Feb52; KK72027.

Modern broadloom, rug beauty at its best. Four soft shades of green have been combined to bring you this beautiful, new, tone-on-tone leaf design. Sheet. Appl. author: Arthur William Prussing. © 25Mar52; KK72031.

Olson offers extra factory savings during this great sale of fine broadloom rugs and wall-to-wall carpet. Adv. Appl. author: Arthur W. Prussing. © 16Mar52; KK71435.

Olson rug magic saves you up to 1/2. There is a lovely new broadloom rug in your old rugs, clothing. Adv. from McCall's, Feb. 1952, p. 12. Appl. author: Arthur William Prussing. © 23Jan52; KK71817.

Olson rug selector simplifies your selection. It's fascinating; try it, says Janet Brooks. Sheet. Appl. author: Arthur William Prussing. © 2Apr52; KK72762.

Olson rug time is here with special reduced prices. Sheet. Appl. author: Arthur William Prussing. © 28Feb52; KK71698.

Olson rugs at special 1952 reduced prices for a limited time only. Sheet. Appl. author: Arthur William Prussing. © 21Feb52; KK71701.

Rug selector. It's fascinating, try it. Envelope. Appl. author: Arthur William Prussing. © 1Apr52; KK72024.

Save up to 1/2 and get lovelier broadloom rugs like these by letting us use the valuable materials in your old rugs, clothing. Folder. Appl. author: Arthur William Prussing. © 26Feb52; KK72025.

See how much more you can save at the Olson super rug mart. Adv. from Chicago Sunday Tribune, May 11, 1952. Appl. author: Arthur William Prussing. © 11May52; KK74882.

Send old materials, get rich new rugs and save up to 1/2 your rug money. Olson rug magic. Adv. from Farmer's market bulletin, 1952, p. 12. Appl. author: Arthur William Prussing. © 21Jan52; KK71815.

Send your old materials, get rich new rugs like these & save up to 1/2 your rug money. Adv. Appl. author: Arthur William Prussing. © 25Mar52; KK72675.

Special rug offer. Save up to 1/2. Send us your old rugs, clothing. Adv. Appl. author: Arthur W. Prussing. © 10Feb52; KK73146.

Special rug offer, saves you up to 1/2, no need to pay today's high wool prices. Adv. from Living, Apr. 1952. Appl. author: Arthur William Prussing. © 20Mar52; KK72677.

Special rug offer, saves you up to 1/2, no need to pay today's high wool prices. Adv. from McCall's magazine, Apr. 1952. Appl. author: Arthur William Prussing. © 21Mar52; KK72676.

Special rug offer saves you up to 1/2. No need to pay today's high wool prices. Adv. from Woman's day, Mar. 1952, p. 8. Appl. author: Arthur William Prussing. © 29Feb52; KK71814.

Take advantage now of these special reduced prices. Why not get out your Olson catalog now while you are thinking of it, and order your new Olson rugs at savings greater than ever. Sheet. Appl. author: Arthur William Prussing. © 7Feb52; KK71699.

There is a lovely new Olson rug in your old rugs, clothing, and you save up to 1/2. Mail post card for our beautiful new free catalog. Sheet. Appl. author: Arthur William Prussing. © 19Feb52; KK72023.

There is a lovely new Olson rug in your old rugs, clothing. It is all so easy ... Folder. Appl. author: Arthur William Prussing. © 26Feb52; KK72026.

ONEIDA, LTD. ©.

Announcing the romantically beautiful new Enchantment. (Table silver) Adv. from Life, Apr. 28, 1952, p. 2 of cover. Appl. author: J. Walter Thompson Co. © 25Apr52; KK74233.

Beautifully scrolled, pure in line, this is Mansion House in Heirloom Sterling. (Table silver) Adv. from Harper's bazaar, Feb. 1952, p. 2 of cover. Appl. author: J. Walter Thompson Co. © 1Feb52; KK74237.

Budding beauty endures in Lasting Spring by Heirloom Sterling. (Table silver) Adv. from Glamour, May 1952, p. 4 of cover. Appl. author: J. Walter Thompson Co. © 1May52 (in notice: 1951); KK74889.

Community, for keeps. Brides, for keeps, you'll cherish distinguished Community silverware. Adv. from Household, Nov. 1951. Appl. author: Tessie M. Krause. © 20Oct51; KK68884.

Community, for keeps. Lucky, lucky you ... the finest silverplate. Adv. from Good housekeeping, Oct. 1951. Appl. author: Tessie M. Krause. © 20Sep51; KK69313.

Community, for keeps. So beautiful, so wanted, four Community patterns for a lifetime of happy living. (Silverware) Adv. from Life. Appl. author: Tessie M. Krause. © 16Nov51; KK68885.

Community, for keeps. Wonderful, wonderful Community silverware. Adv. from Good housekeeping, Sept. 1951, p. 4 of cover. Appl. author: Tessie M. Krause. © 20Aug51; KK69312.

Good taste today. What's right for bacon? 1881 Rogers silverplate. Adv. from Life, Dec. 10, 1951, p. 164. Appl. author: J. Walter Thompson Co. © 7Dec51; KK69479.

One of the most beloved sterling patterns of our time, Damask Rose by Heirloom Sterling. (Table silver) Adv. from Glamour, Apr. 1952, p. 4 of cover. Appl. author: J. Walter Thompson Co. © 1Apr52; KK74232.

Picture puzzle contest. Special gift check. (Silverplated flatware) Sheet. © 1Feb52; KK70623.

This is for always. Heirloom sterling. Adv. from Vogue, Nov. 15, 1951, p. 3 of cover. Appl. author: J. Walter Thompson Co. © 15Nov51; KK69478.

This may be the missing piece in our Community ... picture puzzle contest. (Silverplated flatware) Sheet. © 15Feb52; KK70618.

A truly great new sterling, Stanton Hall by Heirloom Sterling. Beauty with a bright future ... (Table silver) Adv. from the American home, Mar. 1952, p. 4 of cover. Appl. author: J. Walter Thompson Co. © 25Feb52; KK74234.

O'NEILL, CATHERINE.

The coin, the machines, the people. KK70537. SEE Vendo Company.

ORCHARD, THOMAS P.

Anglgear compact, standardized, right-angle bevel gear. KK74251. SEE Airborne Accessories Corporation.

ANGlgear designed for duty. KK71895. SEE Airborne Accessories Corporation.

ANGlgear solves varied design problems. KK71894. SEE Airborne Accessories Corporation.

Compact, standardized, right-angle, bevel gear drive units with universal mountings. KK74281. SEE Airborne Accessories Corporation.

For the toughest jobs pick the huskiest. KK70556 ... SEE Airborne Accessories Corporation.

In Baltimore, Bill Holland says: KK71864. SEE Airborne Accessories Corporation.

In Chicago, George Poplar says: As interest-arousers in engineering departments, Anglgers can't be beaten ... KK74121. SEE Airborne Accessories Corporation.

Look at the features of these unique standardized right-angle bevel gear drives. KK71865. SEE Airborne Accessories Corporation.

Our largest Lineator has 10,000 lb. working capacity. KK72485. SEE Airborne Accessories Corporation.

Rotorac high torque rotary actuator with load-sensitive switches. KK69440. SEE Airborne Accessories Corporation.

ORINDA COMPANY.

Greatest invention since the fountain pen, the Pro-Check-Tor. How a few hours of your time can result in profits up to \$400.00 or more. Folder. © The Orinda Co., Gordon R. Fetter, sole proprietor; 30Apr52; KK74459.

ORLEANS CANNING COMPANY ©.

Lolli-Pups. A healthful dog dessert. Net wt. 9 oz. Label. © 21Apr52; KK73137.

ORLEANS SEAFOOD COMPANY ©.

Gulf Pearl shrimp. Wet pack, drained weight 5 oz. Label. Appl. author: Epsen Lithographing Co. © 1Jan52; KK71237.

ORLEANS SEAFOOD COMPANY. ©. Cont'd.
Orleans brand cove oysters. Drained weight 4 2/3 ozs. Label. Appl. author: Epsen Lithographing Co. © 1Dec51; KK71238.

Orleans brand shrimp. Wet pack, drained weight 5 oz. Label. Appl. author: Epsen Lithographing Co. © 1Jan52; KK71239.

ORR (ROBERT W.) AND ASSOCIATES, INC.
Step into summer this spring ... the charmed life in stockings!
KK70616. SEE Beautiful Bryans, inc.

OSBORN MANUFACTURING COMPANY.

Get on the brand wagon! Buy leading brands of industrial supplies ... Osborn, your brand in brushes. Adv. from Mill and factory, May 1952, p. 10-11. Appl. author: Richard Robert Schultz. © The Osborn Manufacturing Co.; 1May52; KK74544.

Get on the brand wagon ... For all your needs in industrial brushes specify Osborn brushes. Poster. (No. 2) Appl. author: Richard Robert Schultz. © The Osborn Manufacturing Co.; 1May52; KK74543.

Get on the brand wagon! Mass-purchase leading brands of industrial supplies from your trusted industrial distributor. Osborn. (Industrial brushes) Poster. (No. 1) Appl. author: Richard Robert Schultz. © The Osborn Manufacturing Co.; 1May52; KK74545.

Get on the brand wagon ... Mass-purchase Osborn brushes along with other industrial supplies, all on 1 order from: Poster. (No. 4) Appl. author: Richard Robert Schultz. © The Osborn Manufacturing Co.; 1May52; KK74540.

Get on the brand wagon ... Osborn hit parade of name brand brushes. (Industrial brushes) Folder. (No. 3) Appl. author: Richard Robert Schultz. © The Osborn Manufacturing Co.; 1May52; KK74541.

Get on the brand wagon ... Save! sweet music to the boss' ears. Osborn. (Industrial brushes) Poster. (No. 5) Appl. author: Richard Robert Schultz. © The Osborn Manufacturing Co.; 1May52; KK74542.

OSTER (JOHN) MANUFACTURING COMPANY ©.
Gayelord Hauser, world-famous food authority, helps you sell the Osterizer. (Food chopper, blender, grater, etc.) Adv. from Housewares review, May 1952, p. 21. Appl. author: Spencer Hill. © 25Apr52; KK73370.

Gayelord Hauser, world-famous food authority, recommends the Osterizer for better balanced, more nourishing food and drink. (Food chopper, blender, grater, etc.) Adv. from Good housekeeping, May 1952, p. 172. Appl. author: Spencer Hill. © 20Apr52; KK73372.

Gayelord Hauser, world-famous food authority says: the gift she will love, and so will you. (Kitchen appliance) Adv. from Esquire, July 1952, p. 112. Appl. author: Spencer Hill. © 6Jun52; KK74076.

Gayelord Hauser, world-famous food authority writes: I use an Osterizer exclusively. Adv. from Good housekeeping, June 1952, p. 189. Appl. author: Spencer Hill. © 20May52; KK74038.

Here's what we're telling your customers in '52. Gayelord Hauser ... says: Sheer magic with food and drink. Osterizer. Adv. from Housewares review, Mar. 1952, p. 4. Appl. author: Spencer Hill. © 25Feb52; KK73618.

It's no secret Stim-u-lax. Nothing else like it. You'll do better with Oster. (Vibrator) Adv. from the Master barber & beautician magazine, May 1952, p. 3 of cover. Appl. author: Spencer Hill. © 20May52; KK74040.

Make a date. Stim-U-Lax magic fingers, your fingers when you feature Stim-U-Lax as an extra with every service. (Vibrator) Adv. from the Master barber and beautician magazine, Apr. 1952, p. 3 of cover. Appl. author: Spencer Hill. © 20Apr52; KK73368.

New magic for your kitchen. It's in, it's on, it's out. Wonderful dishes of every kind ... with the Osterizer ... (Kitchen appliance) Adv. from Madison capital times & Wisconsin state journal, Madison, Wis., Feb. 19, 1952. Appl. author: Spencer Hill. © 19Feb52; KK71051.

Oster motor driven clippers. Fast, smooth haircuts lead to fast sales. Adv. from the Hardware age, Apr. 3, 1952, p. 138. Appl. author: Spencer Hill. © 3Apr52; KK72459.

Osterizer for better balanced, more nourishing food and drink. Adv. from Housewares review, Apr. 1952, p. 19. Appl. author: Spencer Hill. © 25Mar52; KK72458.

Sell the most wanted electric clipper line. Your sales will soar with Oster ... Adv. from Hardware age, May 15, 1952, p. 202. Appl. author: Spencer Hill. © 5May52; KK74041.

Sheer magic with food and drink. Osterizer. (Food chopper, blender, etc.) Adv. from Good housekeeping, Apr. 1952, p. 216. Appl. author: Spencer Hill. © 20Mar52; KK72308.

Smooth, that's why so many barbers insist on Progenic electric clippers. Adv. from the Master barber and beautician magazine, May 1952, p. 2 of cover. Appl. author: Spencer Hill. © 20May52; KK74039.

Think, your electric hair clipper is the most important part of your business. Oster Progenic. Adv. from the Master barber and beautician magazine, Apr. 1952, p. 2 of cover. Appl. author: Spencer Hill. © 20Apr52; KK73369.

You'll be happy, too, with the big profits from Raycine electric clippers. Adv. from the Hardware age, Mar. 6, 1952, p. 176. Appl. author: Spencer Hill. © 6Mar52; KK72457.

OSWALD AND HESS COMPANY ©.

Buzzburger, another O & H first. (Meat product) Label. © 21Jan52 (in notice: 1951); KK69900.

OTIS, ARTHUR F.

Here's what to do, if your car or truck smokes too much ... KK70221. SEE Sealed Power Corporation.

OTIS PRESSURE CONTROL, INC. ©.

Otis removable side door chokes, for completion and production of single and two-zone wells. (Oil well equipment) 10 p. Appl. author: Dan Goodrich, for Otis Pressure Control, inc. © 11Feb52; KK70621.

OTIS STEEL PRODUCTS COMPANY ©.

All purpose steel shelving. Pamphlet. © 1Feb50; KK71047.

Steel shelving erection instructions. I'm here to help you erect steel shelving. Folder. © 3May51; KK72227.

OVERHEAD DOOR CORPORATION ©.

Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. Adv. from American builder, Jan. 1952, p. 3 of cover. Appl. author: Applegate Advertising Agency. © 1Jan52 (in notice: 1951); KK69773.

Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. Adv. from American builder, Mar. 1952, p. 3 of cover. Appl. author: Applegate Advertising Agency. © 1Mar52; KK71787.

Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. Adv. from American builder, Apr. 1952, p. 3 of cover. Appl. author: Applegate Advertising Agency. © 1Apr52; KK72993.

Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. Adv. from American builder, May 1952, p. 3 of cover. Appl. author: Applegate Advertising Agency. © 1May52; KK73674.

Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. Adv. from American builder, June 1952, p. 3 of cover. Appl. author: Applegate Advertising Agency. © 1Jun52; KK74381.

The Overhead Door. (Garage doors) Folder. Appl. author: Applegate Advertising Agency. © 15Jan52 (in notice: 1951); KK70880.

The Overhead Door. Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. Adv. from American builder, Feb. 1952, 3d cover. Appl. author: Applegate Advertising Agency. © 1Feb52; KK70493.

OVERMAN, HAROLD S.

Sew straight seams; save hours of basting time. KK72987. SEE Sew-Rite Corporation.

OWENS-ILLINOIS GLASS COMPANY. LIBBEY GLASS DIVISION ©.

Circus hostess sets by Libbey Glass. Ladies and gentlemen: The most colossal collection of colorful, chip-defying thinly-blown party glasses. Adv. from Better homes & gardens, Apr. 1952, p. 23. Appl. author: J. Walter Thompson Co. © 20Mar52; KK73132.

Circus hostess sets by Libbey Glass. Ladies and gentlemen: The most colossal collection of colorful, chip-defying thinly-blown party glasses ... Adv. from Life, Apr. 28, 1952, p. 128. Appl. author: J. Walter Thompson Co. © 25Apr52; KK74231.

Cool favorites for hot weather. Cool off with a cool drink from these conversation-making glasses ... Adv. from Better homes and gardens, May 1952, p. 113. Appl. author: J. Walter Thompson Co. © 20Apr52; KK74230.

Four star entertainers. Versatile, party-spirited glasses with permanent colors and rims that are guaranteed against chipping. Adv. from House beautiful, Apr. 1952, p. 86. Appl. author: J. Walter Thompson Co. © 20Mar52; KK73133.

Merry makers, for your parties, and to give as gifts. Glassware for gracious living. Hostess sets by Libbey Glass. Adv. from House & garden, Nov. 1951, p. 65. Appl. author: J. Walter Thompson Co. © 23Oct51; KK69477.

OWENS-ILLINOIS GLASS COMPANY. LIBBEY GLASS DIVISION. ©. Cont'd.
Tall stemmed American beauties.
(Table glass) Adv. from Living, May 1952, p. 122. Appl. author: J. Walker Thompson Co. © 20Apr52; KK74688.

P

P AND G SUPPLY COMPANY, INC. ©.
Hose and fitting assemblies for installation of automatic washers. Pamphlet. © 15Jan52 (in notice: 1951); KK70804.

Washing machine hose specialists; Catalog no. 152. 46 p. © 1Feb52 (in notice: 1951); KK70805.

P. M. B. DRUG COMPANY ©.
Skis for athletes foot and all fungus skin diseases. (Proprietary remedy) Label. Appl. author: W. Robt. Mitchell. © 15Jun52; KK74768.

PABST BREWING COMPANY ©.
Delivered 3,000,000 times a day. Pabst Blue Ribbon beer. cTelegram Adv. from Texas hotel review, Apr. 1952, p. 88. Appl. author: Warwick & Legler, inc. © 20Apr52; KK73364.

Efficiency will rise when you desize with Exsize-T. (Starch remover) Adv. from Textile world, Mar. 1952, p. 292. Appl. author: Warwick & Legler, inc. © 5Mar52; KK73956.

Enter now, for your share of the \$10,000 in cash prizes. Pabst Blue Ribbon. (Beer) Adv. from Tampa morning tribune, Feb. 21, 1952, p. 10. Appl. author: Warwick & Legler, inc. © 21Feb52; KK73957.

Good news for plant owners. You get a big bonus when you use Exzyme brand protein digester. Adv. from the Guide, Mar. 1952, p. 6. Appl. author: Warwick & Legler, inc. © 15Mar52; KK72593.

No disagreeable odor when you use Exzyme brand protein digester. Adv. from the Guide, Feb. 1952, p. 52. Appl. author: Warwick & Legler, inc. © 15Feb52; KK72594.

Now, make your reservations for the ABC at Chicago in the coliseum ... Pabst Blue Ribbon. (Beer) Adv. from the National bowlers journal and billiard review, May 1952, p. 13. Appl. author: Warwick & Legler, inc. © 10May52; KK74133.

The roots run deep. Pabst Blue Ribbon beer. Adv. from the Land, winter 1951, p. 460. Appl. author: Warwick & Legler, inc. © 1Dec51; KK71175.

We want to set them up for you. We have a real blue ribbon welcome planned for all of you bowlers ... Pabst Blue Ribbon. (Beer) Adv. from the National bowlers journal and billiard revue, Mar. 1952, p. 17. Appl. author: Warwick & Legler, inc. © 10Mar52; KK71532.

Welcome to the All-Star Tournament in Chicago. Pabst Blue Ribbon. (Beer) Adv. from the National bowlers journal and billiard revue, Dec. 1951, p. 28. Appl. author: Warwick & Legler, inc. © 10Dec51; KK71176.

What'll you have? Drink Pabst Blue Ribbon. Satisfy your thirst for better beer. (Checkerboard and beer) Adv. from Life, Feb. 25, 1952, p. 122. Appl. author: Warwick & Legler, inc. © 22Feb52; KK72591.

What'll you have? Drink Pabst Blue Ribbon. Satisfy your thirst for better beer. (Dog peeking through window of inn) Adv. from Life, Apr. 7, 1952, p. 88. Appl. author: Warwick & Legler, inc. © 4Apr52; KK72589.

What'll you have? Drink Pabst Blue Ribbon. Satisfy your thirst for better beer. (Hamburgers and hot dogs on grill) Adv. from Life, May 5, 1952, p. 104. Appl. author: Warwick & Legler, inc. © 2May52; KK74395.

What'll you have? Drink Pabst Blue Ribbon. Satisfy your thirst for better beer. (Hors d'oeuvres and beer) Adv. from Life, Mar. 17, 1952, p. 89. Appl. author: Warwick & Legler, inc. © 14Mar52; KK72590.

What'll you have? Drink Pabst Blue Ribbon. Satisfy your thirst for better beer. (Tennis sweater on chair) Adv. from Life, May 26, 1952, p. 59. Appl. author: Warwick & Legler, inc. © 23May52; KK74396.

PACIFIC INTERMOUNTAIN EXPRESS ©.
Good citizen of the highways. Motor freight, a partner in keeping America strong. Shippers agree, it's P. I. E. Adv. from Business week, Apr. 19, 1952, p. 144. Appl. author: Frank Brugliere. © 16Apr52; KK73277.

PACIFIC Northwest Division, Stauffer Chemical Company. SEE Stauffer Chemical Company. Pacific Northwest Division.

PACKAGE PRODUCTS COMPANY.
Nylons by Evergreen. KK69249. SEE Robinson Manufacturing Company.

PADDOCK ENGINEERING COMPANY OF TEXAS ©.
The famed Shamrock Hotel pool created and constructed by Paddock of Texas. Adv. from the Texas hotel review, Apr. 1952, p. 33. Appl. author: R. J. Burke Advertising, inc. © 30Apr52; KK73224.

Makes lake water fit to drink. Tri-Sure surface water purification plants. Adv. from Southwestern crop and stock, May 1952, p. 17. Appl. author: R. J. Burke Advertising, inc. © 30Apr52; KK73223.

Paddock seablue pool equipment. Seablue water purification equipment. Letterhead. Appl. author: R. J. Burke Advertising, inc. © Paddock of Texas; 21Apr52; KK73221.

Paddock seablue pools. Letterhead. Appl. author: R. J. Burke Advertising, inc. © 21Apr52; KK73222.

Raw water is dangerous. Purify with Sureclor, automatic water-chlorinating unit. Folder. Appl. author: Albert L. Eisenman. © 1Apr50; KK69679.

Seablue pools. Paddock. (Tracing paper for swimming pools) Sheet. Appl. author: R. J. Burke Advertising, inc. © 1Jun52; KK74807.

The seashore in your own backyard. A Paddock Seablue pool costs less than you think. Adv. from Wall street journal, Apr. 11, 1952, p. 2. Appl. author: R. J. Burke Advertising, inc. © 11Apr52; KK73317.

Your home is on the seashore when you have a Paddock seablue pool. Adv. from Wall street journal, Apr. 25, 1952, p. 2. Appl. author: R. J. Burke Advertising, inc. © 25Apr52; KK73220.

PAGODA KNITTING MILLS, INC. ©.
Mt. Penn stockings. (Women's hosiery) Label. © 20Dec51; KK69304.

PAISLEY PRODUCTS, INC. ©.
Technical service bulletin. (Glues, pastes, resin adhesives, etc.) Pamphlet. Appl. author: Earl Charles Lenz. no. 16. © 1May51; KK72861.

PAJEAU, CHARLES HAMILTON.
DeLuxe Tinkertoy instruction book. KK69865. SEE Toy Tinkers, inc.
De Luxe Tinkertoy, windlass drive. Contents 202 pieces. KK69367. SEE Toy Tinkers, inc.

Direction sheet for Junior Tinkertoy. Parts and quantity of each contained in Junior Tinkertoy. Lawn swing, rolling mill, Polly wants a cracker etc. KK69521. SEE Toy Tinkers, inc.

Direction sheet for Senior Tinkertoy. KK69372. SEE Toy Tinkers, inc.

Direction sheet for Special Tinkertoy. KK69369. SEE Toy Tinkers, inc.

Direction sheet for Wonder Tinkertoy. KK69371. SEE Toy Tinkers, inc.

Junior Tinkertoy. Contents 53 pieces. KK69368. SEE Toy Tinkers, inc.

Senior Tinkertoy, windlass drive. Contents 164 pieces. KK69366. SEE Toy Tinkers, inc.

Special Tinkertoy, windlass drive. Contents 130 pieces. KK69365. SEE Toy Tinkers, inc.

Tinkertoy tricks. KK69370. SEE Toy Tinkers, inc.

Wonder Builder Tinkertoy. Contents 100 pieces. KK69364. SEE Toy Tinkers, inc.

PALM, A. C.
Paramount Alumina-Seal asbestos-aluminum coating for roofs. KK69699. SEE Paramount Industrial Products Company.

PALM, ARTHUR CLELAND.
Monroe technical data and application bulletin. KK69457. SEE Monroe Company, inc.

PALM, FELIX.
Goodness, what 39¢ buys now. KK72830. SEE Borden Company.

Here's a profit picture for you, for June! KK70316. SEE Borden Company.

It's no trick to take dollars from this dish. KK72836. SEE Borden Company.

Reach for this peach with the dreamy-creamy flavor. KK72835. SEE Borden Company.

Smart circle dish for meatless menus. KK70319. SEE Borden Company.

What's your most profitable dessert? KK72833. SEE Borden Company.

We'll take lemon flake with the dreamy-creamy flavor! KK70318. SEE Borden Company.

You'll be glad you swallowed this sales story. KK72834. SEE Borden Company.

You'll make a healthy profit with new Borden's Yogourt. KK72829. SEE Borden Company.

PARAGON ART AND LINEN COMPANY, INC. ©.
Paragon Needlecraft adds color magic to your home. Peri-Lusta. (Needlework materials) Adv. from McCall needlework magazine, spring-summer 1952, p. 3 of cover. Appl. author: Martin J. Rothman. © 10Jan52; KK69320.

Paragon Needlecraft presents fashions for spring. (Sewing patterns and materials) Folder. Appl. author: I. Goldberg. © 6Feb52; KK70230.

PARAGON ELECTRIC COMPANY ©.

Do away with defrosting day. You can have automatic defrosting on your present refrigerator with Paragon de-frost-it. Adv. from Woman's day, May 1952, p. 7. Appl. author: T. F. Scannell, jr. © 24Apr52; KK73371.

Now you can have automatic defrosting on your present refrigerator. Paragon de-frost-it. Folder. Appl. author: T. F. Scannell, Jr. © 18Feb52; KK72309.

PARAMOUNT CALENDAR AND NOVELTY COMPANY ©.

Endless Ed, the mystery thread. Label. Appl. author: Franklin Littman. © 18Feb52; KK70611.

PARAMOUNT FEATURES.

Play, win Diamond Dope, the big league contest, presented by the Pelican Restaurant, Clearwater Beach, Florida. (Prepared food) Sheet. © Emil Roth, Jr., d.b.a. Paramount Features; 27Feb52; KK71621.

PARAMOUNT INDUSTRIAL PRODUCTS COMPANY ©.

Paramount Aluma-Seal asbestos-aluminum coating for roofs. Appl. author: A. C. Palm. © 9Jan52; KK69699.

PARFAIT, inc., t.a. Parfait Sales.

SEE Parfait Sales.

PARFAIT SALES.

Loaferettes. Add zest to your rest. (Slippers) Label. © Parfait, inc., t.a. Parfait Sales; 4Jan52; KK72906.

PARIS AND PEAFT ADVERTISING AGENCY.

Enjoy flavor tested quality. KK71272. SEE Great Atlantic and Pacific Tea Company.

Now, Sarra's own new film processing laboratory brings you Vide-O-riginal TV commercials. KK73670 ... SEE Sarra, inc.

You can't make a mistake on any purchase you make at A&P. KK71759 ... SEE Great Atlantic and Pacific Tea Company.

PARK AND TILFORD ©.

How to make lovely flowers and cor-sages from used nylon stockings and all-fabric Tintex. (Dyes and bleach) Folder. Appl. author: Storm and Klein. © 14Mar52; KK71477.

PARKE, DAVIS AND COMPANY ©.

Can you guess which are poisons? As you can see, the drugs in each pair have confusingly similar names. (Pharmaceutical and biological products) Adv. from the Saturday evening post, Aug. 18, 1951. Appl. author: Young & Rubicam, inc. © 15Aug51; KK73341.

How would you explain the action of sulfonamides on bacteria? (Pharmaceutical and biological products) Adv. from the Saturday evening post, Oct. 20, 1951. Appl. author: Young & Rubicam, inc. © 17Oct51; KK73343.

In a way, the familiar birthday candles represent the most important and most gratifying advance of you times. (Pharmaceutical and biological products) Adv. from the Saturday evening post, Dec. 29, 1951, p. 2 of cover. Appl. author: Young & Rubicam, inc. © 26Dec51; KK73342.

PARKER, RALPH A.

Cool feet make war friends. KK69673. SEE Taylor (Thomas) and Sons.

Creating trends is easy with Shugor. KK73431. SEE Taylor (Thomas) and Sons.

Exceptional, striking, sparked by Shugor adaptability. KK73430. SEE Taylor (Thomas) and Sons.

Grown-up styles for juveniles. KK72278. SEE Taylor (Thomas) and Sons.

Harmony in three flats. KK72560. SEE Taylor (Thomas) and Sons.

Reinforced edge Shugor. KK71423. SEE Taylor (Thomas) and Sons.

Still the ultimate in comfort. KK74902. SEE Taylor (Thomas) and Sons.

There's comfort, utility, insurance against slipping and foot infection, when feet are in Dri-Docs, the all-purpose scuff. As usual where there's comfort, there's Shugor. (Shoe goring) KK69538. SEE Taylor (Thomas) and Sons.

Today the world-wide acceptance of Shugor is the result of 88 years. KK72260. SEE Taylor (Thomas) and Sons.

PARKER BROTHERS, INC. ©.

Cowboy Roundup game. Label. Appl. author: Parker Bros., inc., employer for hire. © 22May52; KK73891.

Dixie Pollyanna. A Parker Brothers pursuit game. Label. © 3Jun52; KK74710.

Game of politics. Elect yourself president. (Box) Label. Appl. author: Parker Brothers, inc., employer for hire. © 2Apr52; KK72236.

Game of politics. Elect yourself president. (Sticker) Label. Appl. author: Parker Brothers, inc., employer for hire. © 2Apr52; KK72235.

Game of State Capitals. Label. Appl. author: Parker Bros., inc., employer for hire. © 20May52; KK73890.

Little red school house game. Label. Appl. author: Parker Brothers, inc., employer for hire. © 7Mar52; KK71127.

Reddy-Clown 3 ring circus game. Label. © 13Jun52; KK74681.

Star Reporter. (Game) Label. Appl. author: Parker Bros., inc., employer for hire. © 22May52; KK73889.

PARKER PEN COMPANY.

Always welcome, and the welcome lasts. New Parker 51. (Pens) Adv. from Life, Dec. 3, 1951, p. 26. Appl. author: J. Walter Thompson Company. © The Parker Pen Co.; 30Nov51; KK69348.

Always welcome, and the welcome lasts. New Parker 51. The Parker Flaminaire lighter. (Pens, lighters) Adv. from Post exchange, Nov. 1951, p. 3 of cover. Appl. author: J. Walter Thompson Company. © The Parker Pen Co.; 1Nov51; KK69349.

Buy it for thrift, for there is no known limit to the life of this pen. New Parker 51 pen. (Fountain pen) Adv. from Rocky mountain news, Denver, Apr. 10, 1952, p. 26. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 10Apr52; KK74595.

Discover now the special kind of pride it brings. New Parker 51 pen. Adv. from the Denver post, Feb. 12, 1952, p. 15. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 12Feb52; KK71845.

Discover now the special kind of pride it brings. New Parker "51" pen. Adv. from Rocky mountain news, Denver, Apr. 10, 1952, p. 26.

Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 10Apr52; KK74596.

Discover now the special kind of pride it brings. New Parker "51" pen. (Fountain pen) Adv. from the Saturday evening post, Feb. 16, 1952, p. 2 of cover. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 13Feb52; KK70633.

Dollars can't measure the pride it brings. New Parker 51. (Pens) Adv. from Sunday news, New York, Dec. 16, 1951, p. 2. Appl. author: J. Walter Thompson Company. © The Parker Pen Co.; 16Dec51; KK69347.

For Christmas giving. Always welcome and the welcome lasts. New Parker 51. (Fountain pen) Adv. from Detroit times, Dec. 12, 1951, p. C-29. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 12Dec51; KK69776.

For easier writing this semester new Parker 21 pen, only \$5.00. Adv. from Scholastic roto, Feb. 5, 1952, p. 2. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 1Feb52; KK71033.

New Parker 21 pen only \$5.00. It's precision-built by makers of world-famous new Parker 51. Adv. from the De Paulia, DePaul University, Chicago, Feb. 15, 1952, p. 7. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 15Feb52; KK71846.

One gift that never, never disappoints. New Parker 51. (Pens) Adv. from the Saturday evening post, Dec. 8, 1951, p. 2 of cover. Appl. author: J. Walter Thompson Company. © The Parker Pen Co.; 5Dec51; KK69346.

The only pocket lighter giving 6 months of lights without refueling. Parker Flaminaire lighter. (Cigarette lighters) Adv. from Coronet, Dec. 1951, p. 20. Appl. author: Tatham-Laird, inc. © The Parker Pen Co.; 25Nov51; KK70578.

Parker Flaminaire lighters you give this Christmas won't need refueling till June. Adv. from Fortune, Nov. 1951, p. 225. Appl. author: Tatham-Laird, inc. © The Parker Pen Co.; 25Oct51; KK69456.

Parker, pen name for the perfect gift. New Parker pens for Christmas bring pride and pleasure to your giving. Adv. from Look, Dec. 4, 1951, p. 56-57. Appl. author: J. Walter Thompson Company. © The Parker Pen Co.; 20Nov51; KK69350.

Parker spring gift showing. Parker, pen name for the perfect gift. (Fountain pen) Adv. from Life magazine, Apr. 7, 1952, p. 2 of cover. Appl. author: J. Walter Thompson Co. © 4Apr52; KK74089.

Parker spring gift showing. To help solve your gift problems, Parker dealers offer a special pen showing ... Adv. from the Saturday evening post, Apr. 19, 1952, p. 2 of cover. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 16Apr52; KK74093.

Pen profiles, from Lucky Curve to 51. A glimpse inside Parker advertising. (Fountain pen) Adv. from Modern stationer, Apr. 15, 1952, p. 10. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 15Apr52; KK74091.

PARKER PEN COMPANY. Cont'd.

Spring gift showing. Choose this gift ... New Parker "51" pen. Adv. from the Saturday evening post, May 17, 1952, p. 2 of cover. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 14May52; KK74589.

Spring gift showing. Every day this gift will win a new welcome. New Parker "51" pen. Adv. from Life magazine, May 5, 1952, p. 2 of cover. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 2May52; KK74590.

This Christmas, give the one gift that never, never disappoints. New Parker 51. (Pens) Adv. from Los Angeles examiner, Dec. 9, 1951, p. 7. Appl. author: J. Walter Thompson Company. © The Parker Pen Co.; 9Dec51; KK69351.

Your own good taste tells you why this is the world's most wanted pen. New Parker 51 pen. Decades ahead in design. Adv. from Life, Mar. 10, 1952, p. 56. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 7Mar52; KK71850.

With your Christmas money, give yourself this lasting writing pleasure! New Parker "51". (Fountain pen) Adv. from the Denver post, Denver, Dec. 26, 1951, p. 11. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 26Dec51; KK70124.

With your Christmas money, give yourself this lasting writing pleasure! New Parker "51". (Fountain pen) Adv. from the Saturday evening post, Jan. 5, 1952, p. 50. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 2Jan52; KK70632.

Wonderfully new for Christmas, the world's most convenient lighter. 6 months of lights without refueling. Parker Flaminaire. Adv. from Philadelphia inquirer magazine, Dec. 9, 1951, p. 26. Appl. author: Tatham-Laird, inc. © The Parker Pen Co.; 9Dec51; KK69321.

Wonderfully new for Christmas. The world's most convenient lighter! 6 months of lights without refueling. Parker Flaminaire lighter. (Cigarette lighters) Adv. from Esquire, Dec. 1951, p. 159. Appl. author: Tatham-Laird, inc. © The Parker Pen Co.; 9Nov51; KK70579.

Wonderfully new for Christmas. The world's most convenient lighter! 6 months of lights without refueling. Parker Flaminaire lighter. (Couple under Christmas tree) (Cigarette lighters) Adv. from Esquire, Jan. 1952, p. 18-19. Appl. author: Tatham-Laird, inc. © The Parker Pen Co.; 5Dec51; KK70580.

PARNELL, M. G.
Insect-O-Lite. KK74244. SEE Insect-O-Lite Company, inc.

PARRISH, Donald F., Jesse S. Belond, Ruth M. Belond & Robert W. Hedman, composing the partnership of Southern California Muffler Co. SEE Southern California Muffler Company.

PARSONS, Daniel Ernest, d.b.a. D. E. P. Sales Company. SEE D. E. P. Sales Company.

PARSONS PAPER COMPANY ©.
Cotton is king in fine Parsons papers, and they are your best buy. Adv.

from Business week, Feb. 9, 1952, p. 101. Appl. author: Wilson, Haight & Welch, inc. © 9Feb52; KK71097.

For bookkeeping and accounting there is no finer paper. Parsons papers are easier to work with. Valuable free booklet. Adv. from Graphic arts monthly, Jan. 1952, p. 69. Appl. author: Wilson, Haight & Welch, inc. © 15Jan52; KK69532.

How to design a letterhead by Lester Beall. (Sample letterheads) Folder. Appl. author: Lester Beall. © 1Jun52; KK74131.

It pays to pick Parsons papers made with new cotton fibers. Adv. from Business week, Feb. 23, 1952, p. 92. Appl. author: Wilson, Haight & Welch, inc. © 23Feb52; KK71113.

King Cotton guards your records. Greater efficiency with Parsons papers. Adv. from the Office, Feb. 1952, p. 4. Appl. author: Wilson, Haight & Welch, inc. © 1Feb52; KK70072.

Papers and index cards that wear better and last longer. Pamphlet. Appl. author: Wilson, Haight & Welch, inc. © 2Jan52; KK68973.

Parsons careful processing and new cotton fibers make these fine papers your best buy. Adv. from Business week, Jan. 26, 1952, p. 138. Appl. author: Wilson, Haight & Welch, inc. © 26Jan52; KK69715.

PATE, MARGARET F.
Zoo's who; a visit to Oklahoma City's Lincoln Park zoo. KK69342. SEE Pate Organization.

PATE ORGANIZATION.
Zoo's who; a visit to Oklahoma City's Lincoln Park zoo. (Milk) Pamphlet. Appl. author: Margaret F. Pate. © The Pate Organization; 5Oct51; KK69342.

PATEK AND COMPANY ©.
Neet takes the spotlight. Now Neet, America's leading protective shirt package stars in bringing you a sensational new business opportunity. Folder. Appl. author: Irving Samuel Johnston. © 12May52; KK73867.

PATENT SCAFFOLDING COMPANY, INC.
Wood ladder scaffolds for the painting and decorating trade. Sheet. Appl. author: Oscar H. Junggren. © The Patent Scaffolding Co., inc.; 6Jun52; KK74130.

PATERSON, GEORGE.
Witch pipe hangers and supports. KK73516. SEE Carpenter and Paterson, inc.

PATTERSON, ESTHER BISOERF.
Camac chocolate dessert mix. KK69301. SEE Camac, inc.

PATTERSON, JIM ©.
And now, a comfortable hat. Give him an Easter bonnet featuring a leather sweat band designed to flex to your head ... Adv. from the Sacramento bee, Sacramento, Calif., Apr. 2, 1952. Appl. author: John W. Patterson, Jr. © 2Apr52; KK72290.

PATTERSON, JOHN W., Jr.
And now, a comfortable hat. KK72290. SEE Patterson, Jim.

PAYNE, GEORGE.
George's french dressing. KK73633. SEE Payne (George) Foods Company.

PAYNE (GEORGE) FOODS COMPANY ©.
George's french dressing. Label. Appl. author: George Payne. © 15Apr52; KK73633.

PEARCE MANUFACTURING COMPANY ©.
Pearce Beauty blanket. Size 72" x 90". Label. © 14Sep51; KK69558.

PEARL POLISHES, INC. ©.
Range, refrigerator and metal polish. Dissolves rust, cuts burnt-on grease. Best by far for home and car. Label. © 17Oct51; KK71954.

PECK, HYMAN B. ©.
Mom's Handi kitchen board. Label. © 15Feb52; KK71080.

PELICAFE SALES COMPANY.
Emergency rainwear. Caught in the rain? Escape in a Pelicape! Label. © Pelicape Sales Co., a partnership composed of Eugene A. Stuckey & Robert J. Martin; 10May52; KK74534.

PELTON'S SPUDNUTS, INC. ©.
America's finest food confections! Fresh tummy-tempting Spudnuts and Spudnut varieties. Adv. from the Saturday evening post, Mar. 22, 1952, p. 132. Appl. author: Bill A. Skaggs. © 22Mar52; KK73311.

Everybody goes for Spudnuts - America's finest food confection. Adv. from Collier's, Feb. 23, 1952, p. 52. Appl. author: Bill A. Skaggs. © 23Feb52; KK73310.

Goodness by the dozen, Spudnuts. Take a dozen home and see. Poster. Appl. author: Bill A. Skaggs. © 15Feb52; KK73313.

This is the story of Spudnuts, America's finest confection. Folder. Appl. author: Bill A. Skaggs. © 1Mar52 (in notice: 1951); KK73802.

Time to enjoy Spudnuts - America's finest food confection. Adv. from the Saturday evening post, Jan. 19, 1952, p. 108. Appl. author: Bill A. Skaggs. © 19Jan52; KK73312.

PEMCO CORPORATION ©.
A sure cure for your production headaches. If you use porcelain enamel frits, glaze frits, porcelain enamel colors or glaze stains in your production, Pemco offers you a proven remedy for some of the problems ... Adv. from Glass industry, Sept. 1951, p. 58. Appl. author: Brindley-Roth, inc. © 20Sep51; KK72635.

Washline gossip has gone modern, too. Let Pemco solve your technical problems. After all, it's the finish that counts. (Porcelain enamel frits, etc.) Adv. from Finish, Feb. 1952, p. 36. Appl. author: Brindley-Roth, inc. © 5Feb52; KK71983.

PENDERGAST (ALBERT W.) SAFETY EQUIPMENT COMPANY ©.
Pendergast reporter. (Safety equipment, hand protective cream) Sheet. Appl. author: Francis E. Duffy. © 9Jan52; KK70120.

PENICK AND FORD, LTD., INC. ©.
Brer Rabbit New Orleans molasses. Rich in iron. Contains sulphur dioxide introduced during the manufacture of cane sugar ... Contents 1 pt. 8 fl. oz. Gold label. Tropical gingerbread. Label. © 3Jan52; KK72847.

Brer Rabbit New Orleans molasses. Rich in iron. Contains sulphur dioxide introduced during the manufacture of cane sugar ... Contents 1 pt. 8 fl. oz. Green label. Tropical gingerbread. Label. © 3Jan52; KK72845.

Brer Rabbit New Orleans molasses. Rich in iron. Contents 1 pt. 8 fl. oz. Gold label. Buffet party baked beans casserole. Label. © 3Jan52; KK72841.

PENICK AND FORD, LTD., INC. ©. Cont'd.

Brer Rabbit New Orleans molasses. Rich in iron. Contents 1 pt. 8 fl. oz. Gold label. Mint brownies. Label. © 3Jan52; KK72842.

Brer Rabbit New Orleans molasses. Rich in iron. Contents 1 pt. 8 fl. oz. Gold label. Tropical gingerbread. Label. © 3Jan52; KK72848.

Brer Rabbit New Orleans molasses. Rich in iron. Contents 1 pt. 8 fl. oz. Green label. Buffet party baked beans casserole. Label. © 3Jan52; KK72840.

Brer Rabbit New Orleans molasses. Rich in iron. Contents 1 pt. 8 fl. oz. Green label. Mint brownies. Label. © 3Jan52; KK72843.

Brer Rabbit New Orleans molasses. Rich in iron. Contents 1 pt. 8 fl. oz. Green label. Tropical gingerbread. Label. © 3Jan52; KK72846.

Brer Rabbit table syrup. Contents 1 pt. 8 fl. oz. (Red label) Label. © 5Dec51; KK72849.

Brer Rabbit table syrup. Contents 1 qt. 13 fl. oz. Brown label. Label. © 1Feb52; KK72851.

Brer Rabbit table syrup. Contents 12 fl. oz. Brown label. Deliciously different corn meal waffles. Label. © 12Mar52; KK72844.

Brer Rabbit table syrup. Contents 2 qts. 1 pt. 10 fl. oz. Brown label. Label. © 7Jan52; KK72850.

Enjoy real maple sugar flavor, everybody's favorite. Vermont Maid syrup. Adv. from Better living, Mar. 1952, p. 69. © 15Feb52; KK71420.

Iron is needed for good red blood. Use delicious Brer Rabbit molasses in some form every day. Adv. from Parents' magazine, Oct. 1951, p. 177. © 28Sep51; KK71338.

Iron-rich Brer Rabbit cookies, so good for growing children. (New Orleans molasses) Adv. from Parents' magazine, Mar. 1952, p. 140. © 28Feb52; KK71335.

Once upon a time, in fact, just a few seconds ago, this was a My-T-Fine lemon pie. (Lemon flavor pie filling) Adv. from Better living, Feb. 1952, p. 3 of cover. © 15Jan52; KK71421.

Such pleasing ways to add extra iron. Brer Rabbit molasses. Adv. from Parents' Magazine, Nov. 1951, p. 131. © 29Oct51; KK71337.

To help build good red blood, children need iron. Brer Rabbit molasses. Adv. from Parents' magazine, Dec. 1951, p. 116. © 28Nov51; KK71336.

PENN ELECTRIC SWITCH COMPANY ©.

Don't put up with hot-n-cold living any longer. Enjoy 1° temperature control with Penn heat anticipation. (Automatic controls) Adv. from Better homes & gardens, Nov. 1951, p. 272. Appl. author: John Roy Ntedu. © 25Oct51; KK73185.

It's time to stop hot-n-cold living. Enjoy 1° temperature control with Penn heat anticipation. (Automatic controls) Adv. from Better homes & gardens, Sept. 1951, p. 254. Appl. author: John Roy Ntedu. © 25Aug51; KK73183.

Rid your home of hot-n-cold living. Enjoy 1° temperature control with Penn heat anticipation. (Automatic controls) Adv. from Better homes & gardens, Oct. 1951, p. 158. Appl. author: John Roy Ntedu. © 25Sep51; KK73184.

PENN METAL CORPORATION OF PENNA. ©.

Penco steel lockers. The Perma-Built line. Catalogue. (No. L-100) © 18Feb52; KK72509.

PENNSYLVANIA GLASS SAND CORPORATION ©.

Penn Sand, the sure start to a perfect finish. Make better, smoother castings. (Industrial sand) Adv. from American foundryman, Feb. 1952, p. 21. © 1Feb52; KK70883.

Shell-molding Penn-Sand offers you 7 big advantages. (Industrial sand) Adv. from American foundryman, June 1952, p. 5. © 15Jun52; KK74761.

This white sand makes your greens greener. (Industrial sand) Adv. from Golfdom, Mar. 1952, p. 55. © 1Mar52; KK72293.

PENNSYLVANIA PULVERIZING COMPANY ©.

Quality silica ground to your specifications. Adv. from American ceramic society bulletin, Mar. 1952, p. 9. © 15Mar52; KK72065.

PEP BOYS, MANNY, MOE AND JACK OF CALIFORNIA.

Before-inventory sale. Our creed is your guarantee of lowest prices. (Automotive parts and supplies) Adv. from Los Angeles evening herald & express, Jan. 9, 1952. © The Pep Boys, Manny, Moe & Jack of Calif.; 9Jan52; KK69328.

Buy Christmas gifts that are useful and practical. It's Christmas at The Pep Boys ... (Automotive parts, toys, etc.) Adv. from Los Angeles evening herald & express, Dec. 12, 1951. © The Pep Boys, Manny, Moe & Jack of California; 12Dec51; KK68845.

Buy on Pep Boys easy credit plan. Jubilee sale ... Special money-saving values for Wednesday thru Saturday. (Automotive parts and supplies) Adv. from Los Angeles Mirror, May 14, 1952, p. 70. © The Pep Boys, Manny, Moe & Jack of California; 14May52; KK74563.

Expansion sale starts today, March 19. 4 big sale days. (Automotive parts and supplies) Adv. from Los Angeles herald & express, Mar. 19, 1952, p. 6. © The Pep Boys, Manny, Moe & Jack of California; 19Mar52; KK72234.

Grand opening sale starts 9 a. m. Thursday, March 13. (Automotive parts and supplies) Adv. from Evening tribune, San Diego, Calif., Mar. 12, 1952, p. 7. © The Pep Boys, Manny, Moe & Jack of California; 12Mar52; KK71468.

Jubilee sale. Special holiday values for Monday thru Thursday. (Auto parts & supplies, tools, hardware) Adv. from Los Angeles times, May 25, 1952, p. 11. © The Pep Boys, Manny, Moe & Jack of California; 25May52; KK74693.

Jubilee sale, special money-saving values for Monday thru Wednesday. (Automotive parts and supplies) Adv. from Los Angeles examiner, May 4, 1952, Sec. 1, pt. B. © The Pep Boys, Manny, Moe & Jack of California; 4May52; KK74561.

Jubilee sale, specials for Wednesday thru Saturday. Celebrating 20 years of service to the motoring public. (Automotive parts and supplies) Adv. from Los Angeles herald & express, May 7, 1952. © The Pep Boys, Manny, Moe & Jack of California; 7May52; KK74562.

Jubilee sale. The Pep Boys celebrating 20 years of service to the motoring public. (Automotive supplies) Adv. from Los Angeles

herald & express, Apr. 30, 1952, p. 10-11. © The Pep Boys, Manny, Moe & Jack of California; 30Apr52; KK73011.

Special money-saving values for Monday thru Wednesday. (Auto parts & supplies, tools, hardware) Adv. © The Pep Boys, Manny, Moe & Jack of Calif.; 23Jun52; KK74917.

Special money-saving values for Monday thru Wednesday. (Automotive supplies) Adv. © The Pep Boys, Manny, Moe & Jack of California; 28Apr52; KK73010.

Summer vacation sale. Remember Dad on Father's Day, Sunday, June 15. (Auto parts & supplies, tools, hardware, radio, TV & bike supplies) Adv. from Los Angeles examiner, June 8, 1952, p. 8. © The Pep Boys, Manny, Moe & Jack of Calif.; 8Jun52; KK74805.

Summer vacation sale ... Special money-saving values for Wednesday thru Saturday. (Automotive parts and supplies, hardware) Adv. © The Pep Boys, Manny, Moe & Jack of California; 11Jun52; KK74876.

Summer vacation sale. Specials for Monday thru Wednesday. (Auto parts & supplies, tools, hardware) Adv. from Los Angeles times, June 2, 1952, p. 3. © The Pep Boys, Manny, Moe & Jack of California; 2Jun52; KK74691.

20th anniversary. Special money-saving values for Wednesday thru Saturday. (Auto parts & supplies, tools, hardware) Adv. from Los Angeles herald & express, June 4, 1952, p. 17. © The Pep Boys, Manny, Moe & Jack of California; 4Jun52; KK74692.

PEPPER (JAMES E.) AND COMPANY, INC. ©.

For that original bourbon taste, bottled in bond, James E. Pepper, the original Kentucky bourbon. Adv. from Washington post, Feb. 19, 1952, p. 15. Appl. author: William H. Weintraub & Company, inc. © Schenley Distillers, inc. also d.b.a. James E. Pepper & Co.; 19Feb52; KK73872.

For that original bourbon taste, enjoy James E. Pepper, the original Kentucky bourbon. (Whiskey) Adv. from Newsweek, Nov. 5, 1951, p. 61. Appl. author: William H. Weintraub & Co., inc. © 1Nov51; KK72229.

Offer your customers an original gift, James E. Pepper, the original Kentucky bourbon. (Whiskey) Adv. from Liquor store and dispenser, Oct. 1951, p. 23. Appl. author: William H. Weintraub & Co., inc. © 15Oct51; KK72230.

PEPPERELL MANUFACTURING COMPANY ©.

Stays so smooth you'd think nobody slept here. Lady Pepperell's new Form-Fit sheet. Adv. from Modern romances, Apr. 1952, p. 13. Appl. author: Benton & Bowles, inc. © 7Mar52; KK71191.

PEPSI-COLA COMPANY.

The good-will story. Pepsi-Cola. (Soft drink) Pamphlet. © The Pepsi-Cola Co.; 12Mar52; KK72717.

The profit story. Pepsi-Cola. (Soft drink) Pamphlet. © The Pepsi-Cola Co.; 6Mar52; KK72718.

The quality story. Pepsi-Cola. (Soft drink) Pamphlet. © The Pepsi-Cola Co.; 10Mar52; KK72719.

PERETZMAN, Irving, d.b.a. Lynn Manufacturing Co. SEE Lynn Manufacturing Company.

PERKINS, JUDSON W.

Stainless, waterproof Tapon cement.
KK69647. SEE Midcontinent
Adhesive Company.

PERKINS PRODUCTS COMPANY ©.

At parties serve Kool-Aid ... keep in the ice box by the pitcher full, 5¢ pkg. makes 2 qts. (Soft drink powder) Adv. from Women's home companion, Jan. 1952, p. 92. Appl. author: Mason Warner Company. © 21Dec51; KK73673.

Cool and thr-r-ifty, Kool Aid in the ice box by the pitcher full. (Soft drink powder) Adv. from McCall's magazine, July 1951, p. 91. Appl. author: Mason Warner Co. © 22Jun51; KK73848.

Happy holidays! Serve Kool-Aid. You know there is a Santa Claus when you see how little Kool-Aid soft drinks cost. Adv. from the Saturday evening post, Dec. 8, 1951, p. 173. Appl. author: Mason Warner Co. © 5Dec51; KK73142.

No trick to treat Kool Aid on Halloween. (Soft drink powder) Adv. from Woman's home companion, Nov. 1951, p. 171. Appl. author: Mason Warner Co. © 19Oct51; KK73849.

PERLITE INSTITUTE ©.

The Perlite torch. (Plaster and concrete aggregate) 4 p. Appl. author: Richard L. Davis. v. 2, no. 1. © 14Apr52; KK72931.

PERLMAN, ARNOLD.

Little Lady toiletries. KK71198.
SEE Pessl (Helene) inc.

PERMA FACE OF FLORIDA, INC. ©.

Home owners stop painting worries now. For lasting protection paint with the lifetime insulating paint Perma-Face. Adv. from the Miami herald, Miami, Fla., Jan. 21, 1952, p. 10. Appl. author: Louis M. Vinocur. © 21Jan52; KK71655.

PERMANENT BRAKES COMPANY ©.

Permanent Brakes. Here's how. The objective of the Permanent Brakes invention is to keep harmful dust and grit constantly eliminated from brake drums. Adv. from the Sioux City journal, Sioux City, Iowa, Oct. 13, 1951, p. 2. Appl. author: Garland Harold Roose. © 13Oct51; KK68799.

PERMA-STONE COMPANY ©.

Insist on genuine Perma-Stone, the original moulded stone wall facing. (Card) Appl. author: J. E. Bateson. © 2May52; KK73596.

Inviting, builds business, ultra-modern Perma-Stone. (Wall facing) Folder. Appl. author: J. E. Bateson. © 25Nov51; KK68961.

A wonderful way to modernize permanently. Perma-Stone for beauty, permanence and strength. (Stone wall facing) Card. Appl. author: J. E. Bateson. © 1Dec51 (in notice: 1952); KK73255.

PERMO, INC. ©.

Competitive needle correlation chart. (Phonograph needles) Chart. © 1Mar52; KK72488.

Competitive needle correlation chart. Fidelitone phonograph needles. Folder. © 13Mar52; KK71293.

The Fidelitone cartridge to needle data chart. (Phonograph needles) Sheet. © 13Mar52; KK71294.

Permo products for the component parts trade. Catalog and replacement guide number 102. (Phonograph needles) © 1May52; KK74114.

Phonograph cartridge and needle wall chart; an integral part of the Permo complete merchandising service. Sheet. © 1Mar52; KK72678.

PERRY, ALBERT WILLIAM ©.

Fine art Christmas greetings tailored to your needs. (Greeting cards) Pamphlet. © 18Apr52; KK72565.

Visual enhancement through Visual-ramics. Greater visual efficiency starts with normal vision. (Eye glasses and treatments) Folder. © 27Feb52; KK71654.

PERRY PEAT COMPANY, INC. ©.

Flower-soil, a complete potting soil. Label. Appl. author: William G. Finch. © 5Jun52; KK74440.

PERSONAL PRODUCTS CORPORATION ©.

Growing up, and liking it. Modess. (Sanitary napkins, etc.) 29 p. © 16Oct51; KK69584.

Those questions on a mother's mind. (Modess) Adv. from Woman's day, Sept. 1951. Appl. author: Young & Rubicam, inc. © 30Aug51; KK70511.

Those questions on a mother's mind. Special teen-age package ... Modess sanitary belt ... Modess napkins. Adv. from McCall's, Oct. 1951. Appl. author: Young & Rubicam, inc. © 21Sep51; KK69064.

PESSL (HELENE) INC. ©.

Little Lady toiletries. Retail price list. March 1952. Pamphlet. Appl. author: Arnold Perlman. © 1Mar52; KK71198.

PETERS, THOMAS BRACKETT REED ©.

W'Amdudl. (Countess. Playing card) Label. © 18Dec51; KK71644.

W'Amdudl. (Duke. Playing card) Label. © 18Dec51; KK71645.

PETERS AND RUSSELL, INC. ©.

Winkies, the soft-lite shields for your headlights. Label. Appl. author: Nelson Ronsheim. © 4Mar52; KK72294.

PETERSEN, CHESTER F. ©.

RoTaView. Converts any non-rotating stand, table or flat surface, to a rotating-top TV table ... Card. © 21Mar52; KK71915.

PETRI WINE COMPANY.

Fireman save my Petri wine. 24-sheet poster. Appl. author: Young & Rubicam, inc. © The Petri Wine Co.; 1Sep51; KK70506.

Next comes his Petri wine.

24-sheet poster. Appl. author: Young & Rubicam, inc. © The Petri Wine Co.; 1Nov51; KK70507.

PFÄFF SEWING MACHINE CORPORATION ©.

A Christmas gift without attachments! The Dial-A-Stitch Pfaff sewing machine. Adv. from Ladies home journal, Dec. 1951, p. 158. Appl. author: Bozell & Jacobs. © 20Nov51; KK72888.

PFEIFFER, HAROLD A.

Make your fireplace burn better. KK69483. SEE Heatilator, inc.

PFENDER, FREDERIC CARL.

Stop groping in the dark. Fire Fly Glo-Stik-R shows the way. KK71525. SEE Carmar Company.

PFENING (FRED D.) COMPANY.

The bakery paint guide. What paint, where, and why? by Fred D. Pfening. 24 p. © The Fred D. Pfening Co. & The Wilbur & Williams Co.; 1Dec51; KK69047.

PFIZER (CHARLES) AND COMPANY, INC.

Antibiotic therapy in dental practice. One of the most dramatic advances in therapeutics. Terramycin newest broad-spectrum antibiotic ... (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 19May52; KK73692.

Bacterial barrier. In local infections due to gram-positive organisms, topical application of Bacitracin is highly effective. (Pharmaceuticals) Blotter. Appl. author: William Douglas McAdams, inc. © 24Apr52; KK72976.

Cats or cattle, pigs or pigeons, dogs or donkeys; for the broadest range of effectiveness in field and office Veterinary Antibiotics. (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 19May52; KK73691.

Crystalline terramycin amphoteric tablets. Unique broad-spectrum antibiotic dosage form preferred by patients. (Pharmaceuticals) Blotter. Appl. author: William Douglas McAdams, inc. © 16Apr52; KK72432.

Directed dosage with terramycin aerosol. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 16Apr52; KK72431.

Feature this prescription attraction. You haven't seen anything like it. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 3Jun52; KK74654.

For the best results in mastitis. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 4Jun52; KK74656.

For the prevention and control of local sepsis, Terramycin topical powder. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 16May52; KK73689.

Greater patient acceptance, greater physician preference, greater profits for you. Terramycin tablets, sugar coated. Sheet. Appl. author: William Douglas McAdams, inc. © 22May52; KK73687.

High initial penicillin levels - Pronapen - long sustained penicillin levels. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 16May52; KK73688.

In urinary tract infections, Terramycin. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 19May52; KK74217.

Introducing crystalline terramycin amphoteric tablets. New convenience plus patient preference in broad-spectrum antibiotic therapy. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 24Apr52; KK72977.

It's the big one, Terramycin oral suspension. (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 3Jun52; KK74657.

The new sugar-coated tablets with the big Rx future. Crystalline terramycin amphoteric tablets. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 16Apr52; KK72434.

Portrait of the best-tasting, fastest-moving, broad-spectrum antibiotic terramycin. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 16Apr52; KK72435.

Reviews of recent clinical reports. Terramycin: prompt response in large and small animal infections. Folder. Appl. author: William Douglas McAdams, inc. © 29Apr52; KK72826.

PFIZER (CHARLES) AND COMPANY, INC.

- Cont'd.
 Synopsis of the first reports January-April, 1952. Isonicotinic acid derivatives, the newest anti-tuberculosis drugs. (Pharmaceuticals) 22 p. Appl. author: William Douglas McAdams, inc. © 4Jun52; KK74655.
 Terramycin bibliography: 1950-1951. (Pharmaceuticals) 61 p. Appl. author: William Douglas McAdams, inc. © 16Apr52; KK72436.
 Terramycin in the treatment of a wide range of infections. Abstracts of recent literature. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 16Apr52; KK72433.
 Terramycin in the treatment of urinary tract infections. (Pharmaceuticals) Pamphlet. Appl. author: William Douglas McAdams, inc. © 29Apr52; KK72825.
 Terramycin topical powder sprinkled directly or used as powder insufflate, provides on-the-spot protection. (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 16May52; KK73690.
 Time to check your stocks of Pfizer Rx specialties. Featured this month for profit-ringing sales, fast-moving terramycin Rx-builders. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 24Apr52; KK72978.
 Veterinary antibiotic dosage chart. (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 22May52; KK73693.

PHELAN-FAUST PAINT MANUFACTURING COMPANY ©.

- Decorator-type colors at budget prices. Phelan's Savoy Mix-Quik colors in flat or satin finishes. (Paint) Adv. from St. Louis post-dispatch, Apr. 18, 1952, p. 6. Appl. author: Ridgway Co., inc. © 18Apr52; KK72999.
 It's no wonder dealers say Phelan's Savoy Satin the satin-lustre enamel means business! Adv. from American paint and oil dealer, June 1952, p. 14b. Appl. author: Ridgway Co., inc.; 1Jun52; KK73971.
 It's weather tested! Phelan's one-two house painting system. (Paint) Adv. from St. Louis post dispatch, Apr. 29, 1952, p. 9A. Appl. author: Ridgway Co., inc. © 29Apr52; KK73906.
 Now! A beautiful, scrubbable, all-in-one-day finish for walls and woodwork. Phelan's Lix latex satin finish. Adv. from America paint and oil dealer, Feb. 1952, p. 18c. Appl. author: Ridgway Co., inc. © 1Feb52; KK70017.
 Phelan's Savoy Mix-Quik colors for simple, mixable, matchable color magic. (Paint) Adv. from American paint and oil dealer, Jan. 1952, p. 82b. Appl. author: Ridgway Co., inc. © 1Jan52; KK69616.
 Take your pick. For furniture, for walls, for woodwork. For a rubbed-effect finish, Phelan's Savoy-Satin. For a high-gloss finish, Phelan's 4-hour enamel. (Paint) Adv. from St. Louis post-dispatch, Apr. 25, 1952, p. 4. Appl. author: The Ridgway Co., inc. © 25Apr52; KK73000.

PHELPS, CHARLES C.

- Temperature of saturated steam. KK71208. SEE Phelps (Charles C.) Company, inc.

PHELPS (CHARLES C.) COMPANY, INC. ©.

- Temperature of saturated steam. (Engineering equipment) Blotter. Appl. author: Charles C. Phelps. © 7Mar52; KK71208.

PHILADELPHIA BRIEF CASE COMPANY.

- Designed for strength, beauty and service. The heart of Relion construction is a heavy-gauge steel shell ... (Luggage handles) Sheet. Appl. author: Sabbathai Finkelstein. © Philadelphia Brief Case Co., a partnership comprising William Finkelstein, Leonard Kolker and Joseph Finkelstein; 11Feb52; KK71460.
 Presenting Relion, the handle with the heart of steel. (Luggage handles) Folder. Appl. author: Sabbathai Finkelstein. © Philadelphia Brief Case Co., a partnership comprising William Finkelstein, Joseph Kolker and Joseph Finkelstein; 11Feb52; KK71590.

PHILADELPHIA SEED COMPANY, INC.

- It's spring; wake up the magic in your lawn. The Old English soil tester tells how to make your lawn like a magic carpet. (Lawn seed) Folder. Appl. author: George H. Beans. © The Philadelphia Seed Co., inc.; 1Mar52; KK73227.

PHILLIPS, WALTER P.

- All the books you can read in one year for less than the cost of your daily newspapers. KK72009 ... SEE Phillips Library Society.

PHILLIPS LIBRARY SOCIETY.

- All the books you can read in one year for less than the cost of your daily newspapers. (Library service) Folder. Appl. author: Walter P. Phillips. © The Phillips Library Society; 24Mar52; KK72009.
 All the books you can read in one year for less than the cost of your daily newspapers. Free at no extra cost ... (Library service) Adv. from the New York times book review, Feb. 3, 1952, p. 9. Appl. author: Walter P. Phillips. © The Phillips Library Society; 3Feb52; KK72011.
 All the books you can read in one year for less than the cost of your daily newspapers. Free at no extra cost with 3 book illus. (Library service) Adv. from the New York times book review, Feb. 3, 1952, p. 9. Appl. author: Walter P. Phillips. © The Phillips Library Society; 3Feb52; KK72010.

PHILLIPSON, P. W.

- Now, Phillipson, world's finest. KK71222. SEE Phillipson Rod and Tackle Company.

PHILLIPSON ROD AND TACKLE COMPANY ©.

- Now, Phillipson, world's finest ... tubular glass fishing rods. Adv. Appl. author: P. W. Phillipson. © 25Feb52; KK71222.

PHILO (L. H.) CORPORATION.

- Double-good Eskimo Twin Pop. KK73357. SEE Eskimo Pie Corporation.

PHOENIX-CONNECTICUT GROUP OF INSURANCE COMPANIES.

- Chapter one. Adventure comes to us all. (Insurance) Folder. © Phoenix-Connecticut Group of Insurance Companies (in notice: The Phoenix-Connecticut Group); 12May52; KK73376.

PIATT AND SMILLIE CHEMICALS, INC. ©.

- Now First antiseptic liquid detergent used with the Economizer gives you amazingly clean, antiseptically

- clean floors. Folder. Appl. author: Krupnick & Associates, inc. © 3Jan52; KK70882.

PICKENS, Virgil H., d.b.a. Quincy Chemical Company. SEE Quincy Chemical Company.

PICKWICK PRODUCTS COMPANY ©.

- Dideedip for prevention of diaper rash and nursery odor. (Antiseptic compounds) Label. Appl. author: William M. Fencil. © 13Mar52; KK71322.

PICTSWEET FOODS, INC. ©.

- Now, quick frozen Pictsweet, 6 instant waffles; heat in your toaster. Adv. from the Seattle daily news, Nov. 28, 1951, p. 10. Appl. author: Lester A. Friedman. © 28Nov51; KK68737.
 Pictsweet for you. Golden Delicious squash. Adv. from the Sacramento bee, Sacramento, Calif., Nov. 20, 1951, p. 11. Appl. author: Lester A. Friedman. © 20Nov51; KK70923.

PIEL BROTHERS ©.

- Piel's is the beer for me, dry as a beer can be. Adv. from New York daily mirror, Mar. 3, 1952, p. 11. Appl. author: Felix Sutton. © 3Mar52; KK71284.

PILAF COMPANY OF CALIFORNIA.

- Pilafco, the original Bulghour Pilaf golden wheat. (Processed wheat) Label. © The Pilaf Co. of California, a partnership composed of Ara E. Astor and Marilyn Astor; 7Mar52; KK71480.

PILKINGTON, AUBREY E.

- The Flame Room. KK72742. SEE Flaming Pit, inc.

PILLSBURY MILLS, INC. ©.

- Ann Pillsbury presents a great new family of pies. New, ice cream parfait pie. Pillsbury's Best flour. Sheet. © 24Mar52; KK71859.
 Wait till you taste Honey-Mince coffee cake with the holiday flavor of old-fashioned mincemeat. (Pillsbury's Best flour and sweet Doh mix) Adv. © 5Nov51; KK71591.

PIN-BO, INC. ©.

- Everybody plays Pin-Bo the pocket-size pin-ball game with automatic reload. (Plastic toy games) Sheet. © 17Apr52; KK73733.
 The pocket pin-ball baseball game with automatic reload. Pin-Bo. Poster. © 2Jan52 (in notice: 1951); KK71980.

PINE, MATTHEW.

- Extra dry. Pale dry ginger ale. KK73627. SEE Chester Club Beverages.

PINSON, PAUL.

- Sparkalong Burgess. KK71714. SEE Burgess Battery Company.

PIONEER LIFE AND CASUALTY COMPANY ©.

- Pioneer term insurance to age 70. Folder. © 1Nov51; KK69465.

PIONEER RUBBER MILLS ©.

- Metabond: corrosion prevention with rubber. A complete handbook on rubber linings, coverings and rubber covered rolls. 19 p. Appl. author: Conley, Baltzer, Pettler & Steward. © 5Jan52; KK72729.

PIONEER SUSPENDER COMPANY ©.

- How to wrap Dad around your little finger Father's Day, June 17th. Pioneer, the mark of a man. (Leather accessories, jewelry) Adv. from the Saturday evening post, June 2, 1951, p. 12. © 2Jun51 (in notice: 1950); KK72244.

PIPE KOOLERS MANUFACTURING COMPANY.
Pipe Koolers. (Ceramic inserts for bowls of smoking pipes) Card.
© John Geza Lukacs, d.b.a. Pipe Koolers Manufacturing Co.; 10Jan52; KK70659.

PIPPIN, EVERETT M.
Beautiful, exquisite, so very practical glassware by Inland. KK73373.
SEE Club Aluminum Products Company.
Club Aluminum Hammercraft waterless cookware, with cook-n-look covers. KK70683. SEE Club Aluminum Products Company.
Lady look, lovely giftware, hand crafted by Inland. KK74175.
SEE Club Aluminum Products Company.

PITTSBURGH PLATE GLASS COMPANY ©.
Design of the month. (Glass products) Folder.

Jan. 1952. © 28Dec51 (in notice: 1952); KK69438.

Feb. 1952. © 17Jan52; KK69437.

Mar. 1952. © 18Feb52; KK70946.

Apr. 1952. © 6Mar52; KK71476.

May 1952. © 3Apr52; KK72313.

June 1952. © 16Apr52; KK73249.

July 1952. © 20May52; KK73679.

Aug. 1952. © 3Jun52; KK74583.

Give your home the matchless beauty of famous Williamsburg colors. As practical as they are lovely, these authentic period colors are available exclusively in Pittsburgh historic paints ... Adv. from House & garden, Mar. 1952, p. 2 of cover. Appl. author: Maxon, inc. © 27Feb52; KK72706.

Give your home the matchless beauty of famous Williamsburg colors. As practical as they are lovely, these authentic period colors are available exclusively in Pittsburgh historic paints ... Adv. from Household, Mar. 1952, p. 69. Appl. author: Maxon, inc. © 20Feb52; KK72709.

It's fun to decorate with Pittsburgh's new easy-to-use wall paint. Wall-hide rubberized satin finish. Adv. from the Saturday evening post, Apr. 5, 1952, p. 44-45. Appl. author: Maxon, inc. © 2Apr52; KK72704.

Keeps homes looking whiter longer. Pittsburgh sun-proof house paint. Adv. from the Saturday evening post, Mar. 1, 1952, p. 50-51. Appl. author: Maxon, inc. © 27Feb52; KK72703.

Parke, Davis & Company's 3 year experience with Pittsburgh color dynamics shows greatly increased operating efficiency. (Paint) Adv. from Business week, Mar. 8, 1952, p. 91. Appl. author: Maxon, inc. © 8Mar52; KK72184.

Parke, Davis & Company's 3 year experience with Pittsburgh color dynamics shows greatly increased operating efficiency. (Paint) Adv. from Fortune, Mar. 1952, p. 183. Appl. author: Maxon, inc. © 29Feb52; KK72185.

PITTSBURGH PLATE GLASS COMPANY. PAINT DIVISION ©.

Experience proves Pittsburgh Color Dynamics produces these 4 important results. Lessens eye fatigue ... (Paint) Adv. from Fortune magazine, Feb. 1952, p. 33. Appl. author: Maxon, inc. © 25Jan52; KK74650.

Increased production, higher employee efficiency, lower manufacturing costs with Pittsburgh Color Dynamics. (Paint) Adv. from Fortune, Nov. 1950, p. 65. Appl. author: Maxon, inc. © 25Oct50; KK74472.

New England thrift recognizes value of Pittsburgh Color Dynamics. (Paint) Adv. from Fortune, May 1952, p. 73. Appl. author: Maxon, inc. © 25Apr52; KK74473.

Now, gloriously colorful rooms with magic speed and ease. Wallhide rubberized satin finish. (Paint) Adv. from the Saturday evening post, June 7, 1952, p. 71. Appl. author: Maxon, inc. © 4Jun52; KK74652.

Now paint rooms more quickly than you ever dreamed possible. Pittsburgh Wallhide Rubberized Satin Finish. (Paint) Adv. from the Saturday evening post, May 24, 1952, p. 79. Appl. author: Maxon, inc. © 21May52; KK74479.

Pittsburgh Color Dynamics is used by Good Year to reduce eye fatigue. (Paint) Adv. from Business week, May 17, 1952, p. 97. Appl. author: Maxon, inc. © 17May52; KK74474.

Pittsburgh Color Dynamics is used by Good Year to reduce eye fatigue. (Paint) Adv. from Fortune magazine, June 1952, p. 167. Appl. author: Maxon, inc. © 25May52; KK74651.

PLASTIC PRODUCTS COMPANY ©.

Plastoid wall tile adhesive for plastic or metal tile. Label. © 10Jan52; KK70069.

PLASTIC WOVEN PRODUCTS, INC. ©.

Passing the screen test. Velon. (Window screening) Pamphlet. Appl. author: J. M. Kesslinger & Associates. © 5Mar52; KK71111.

PLASTICAST COMPANY.

Rustic planters. (Models) Label. © Milton B. Engel, d.b.a. Plasticast Co.; 1Nov51; KK70367.

PLASTICAST MODELS COMPANY ©.

Price list, December 1, 1951; supplement to Catalog no. 503. (Ear molds) Sheet. Appl. author: Kenneth Osborne Tooker. © 10Dec51; KK69112.

PLAS-TIES COMPANY ©.

Plastic tapes for tying plants. Ties with a twist. Label. © 20Mar52; KK74689.

PLATT, LESTER BEACH.

Do you know the metal collapsible tube which you use ... KK72907. SEE Collapsible Tube Manufacturers Association.

PLIBRICO JOINTLESS FIREBRICK COMPANY ©.

Plibrico refractory products for firebox and other heating boilers. Folder. Appl. author: Frank S. Rieder. © 25Feb52; KK71253.

Specifications for boiler settings: general specifications, H.R.T. boilers, and water tube boilers. Pamphlet. Appl. author: Frank S. Rieder. © 18Feb52; KK70823.

POGLIANO, FELIX.

Catch more fish. KK71088. SEE Wright and McGill Company.

Here's an extra salesman at no cost to you! KK73531. SEE Wright and McGill Company.

Remember me? KK74491. SEE Wright and McGill Company.

Wright & McGill news. KK72232 ... SEE Wright and McGill Company.

POHARNOK, ZOLTAN I.

Plastic flowers and foliage made by Decor Leaves, inc. KK68815. SEE Decor Leaves, inc.

POLLITT, ROSCOE.

Nuggets from 40 Golden Acres. KK69325 ... SEE Consolidated Products Company.

POLLOCK, LAWRENCE S.

Home pac assortment. KK72484. SEE Pollock Paper Corporation.

Home-Pac Mellorine. KK74212. SEE Pollock Paper Corporation.

Sabine Valley Ice Cream Company. KK72657. SEE Pollock Paper Corporation.

POLLOCK PAPER CORPORATION ©.

Home pac assortment. (Ice cream) Label. (No. 3) Appl. author: Lawrence S. Pollock. © 19Mar52; KK72484.

Home-Pac Mellorine. Contents: One half gallon. (Frozen confection) Label. Appl. author: Lawrence S. Pollock. © 23Apr52; KK74212.

Sabine Valley Ice Cream Company. Home Pac, always the same, always good. Vanilla. Contents one half gallon liquid. (Ice cream carton) Label. Appl. author: Lawrence S. Pollock. © 5Mar52; KK72657.

What does it cost to put your loaf to work? (Paper) Folder. Appl. author: Jack H. Conrad. © 18Jan52; KK69802.

POMERANCE, SAUL.

Inventions from deskomania. KK71408 ... SEE Standard Desk Manufacturers, Ltd.

PORCELENE, INC. ©.

Quickly repairs chipped porcelain. No baking required. (Plastic composition for repairing porcelain and other surfaces) Adv. from Better homes & gardens, Sept. 1951, p. 299. Appl. author: William F. Hensel. © 25Aug51; KK69785.

Repair chipped porcelain yourself, it's easy. (Plastic composition for repairing porcelain and other surfaces) Adv. from McCall's needlework, Fall-winter, 1951-52, p. 86. Appl. author: William F. Hensel. © 25Jul51; KK69786.

The sensational new porcelain repair discovery. (Plastic composition for repairing) Folder. Appl. author: Peter Keck. © 25May51; KK74414.

PORDY, LEON.

Fordy Dual Ballistocardiograph; instruction booklet. KK69578. SEE Mendelsohn Research Laboratories, Inc.

POSTAGE STAMP MACHINE COMPANY ©.

Dispenses 1¢-2¢-3¢-6¢ airmail and special delivery stamps or 15¢ overseas airmail stamps. Pays you 3-way profits. (Postage stamp vending machine) Card. Appl. author: Henry Wartell. © 14Mar52; KK73672.

Pays you 3-way profits. Gentlemen: Now you can have a new postage stamp machine in your store. 2 cards. Appl. author: Harry Wartell. © 2Jan52; KK70455.

POSTURE RESEARCH INSTITUTE ©.

She really looks many years older. (Limerick blotters, 3 to a set. Chairs) Cards. Appl. author: Juhl Advertising Agency. © 10Jul51; KK70814.

World's most priceless beauty aid, and it doesn't cost a cent. Handsome is that handsome does ... (Office chairs) Folder. Appl. author: Juhl Advertising Agency. © 10Aug51; KK69576.

POTTS (R. J.) CALKINS AND HOLDEN, INC.

A few cents a year can make the difference! KK74536. SEE Carey Salt Company.

POTTS (R. J.) CALKINS AND HOLDEN, INC.
Cont'd.

Minerals and your livestock. AK74535.
SEE Carey Salt Company.

The 1 answer to your mineral feeding problems. KK74537. SEE Carey Salt Company.

POTVIN (R. J.) SHOE COMPANY ©.

Buntees hand-lasted moccasins for your growing market. (Infants' shoes) Adv. from Boot and shoe recorder, Feb. 15, 1952, p. 83. © 15Feb52; KK71552.

POWELL, A. W., Jr.

N. O. Nelson Co. Quality Nonco products, refrigeration, air-conditioning. KK69020. SEE Nelson (N. O.) Company.

POWELL MUFFLER COMPANY, INC. ©.

Powell muffler built stronger to last longer. Can't blow out. Catalog no. 18. (Replacement parts for automotive exhaust systems) 69 p. Appl. author: John M. Gaffney. © 10Mar52; KK72730.

Pow-R-ide. Amazing! New! Packed Hollywood type muffler. Folder. Appl. author: John Michael Gaffney. © 28Apr52; KK74505.

PRECISION DIAMOND TOOL COMPANY ©.

In diamond tools, P. S. M. makes the difference. Folder. Appl. author: Jan Taeyaerts. © 17Mar52; KK73158.

PRECISION MACHINE COMPANY.

Precision chemical solution feed pump. Model S. Bulletin no. PM 20. Folder. © Clifford B. Moller, d.b.a. Precision Machine Co.; 15Feb52; KK71207.

PRECISION PLASTICS COMPANY ©.

Little John records. Little 2-gun Joe. Label. Appl. author: Francis Drake Ballard. © 1Feb52 (in notice: 1951); KK71267.

Little John records. Magic candy man. Label. Appl. author: Francis Drake Ballard. © 1Feb52 (in notice: 1951); KK71268.

Little John records. Percy, the catface dog. Label. Appl. author: Francis Drake Ballard. © 1Feb52 (in notice: 1951); KK71265.

Little John records. Tortoni, the pink ear'd pony. Label. Appl. author: Francis Drake Ballard. © 1Feb52 (in notice: 1951); KK71266.

PRELLE (F. W.) COMPANY.

Pacemaker precision build builders hardware. KK73051. SEE Harloc Products Corporation.

PREMIER PEAT MOSS CORPORATION ©.

With Premier, it's easy to pep-up your soil. (Peat moss) Adv. from the 1952 Home garden guide, Jan. 1952, p. 81. Appl. author: Freiwald & Coleman. © 1Jan52; KK72885.

PREMO, RAYMOND R.

1952 baseball schedule, compliments of London Character shoes. KK72749. SEE Premo Sport Publications.

Old Quaker 1952 baseball schedule. KK72750. SEE Premo Sport Publications.

PREMO SPORT PUBLICATIONS ©.

1952 baseball schedule, compliments of London Character shoes. Folder. Appl. author: Raymond R. Premo. © 25Mar52; KK72749.

Old Quaker 1952 baseball schedule. (Bourbon whiskey) 39 p. Appl. author: Raymond R. Premo. © 24Mar52; KK72750.

PRENNER, MILTON.

The south's most delectable sweet sugar cane! KK74890. SEE Prenner Enterprises.

PRENNER, PHILIP.

The south's most delectable sweet sugar cane! KK74890. SEE Prenner Enterprises.

PRENNER ENTERPRISES ©.

The south's most delectable sweet sugar cane! Label. Appl. authors: Milton & Philip Prenner. © 12Nov51; KK74890.

PRENZEL, EDWARD C. ©.

Prenzel System Company. The Prenzel Systems of agency accounting: the 5 in 1 system, the 3 in 1 system. (Visible forms with holes punched at both ends of form) Sheet. © 19Oct51; KK69079.

Prenzel System Company. The Prenzel Systems of agency accounting: the 5 in 1 system, the 3 in 1 system. Save time, save worry ... (Forms folded over to make original and a duplicate of part of original) Sheet. © 19Oct51; KK69080.

PRICE, ROSS DAVID.

Sen-Si-Tone photographic solution. Label. © 27Sep51; KK69333.

PRICE, STANFORD O.

The R-J-M Company. Steel, hardware, bolts. Tank shell data. KK69500. SEE R-J-M Company.

PRICE, ROBINSON AND FRANK, INC.

Aunt Jemima's famous recipe is now fluff-whipped to give you the lightest pancakes you can bake. KK72646. SEE Quaker Oats Company.

Aunt Jemima's old South recipe is now fluff-whipped for the lightest pancakes you can bake. KK72648. SEE Quaker Oats Company.

Honey, you're lookin' at the very lightest pancakes you can bake. KK74023. SEE Quaker Oats Company.

Imagine, only 6¢ for a stack of fluffier Aunt Jemimas with butter and syrup. KK72380. SEE Quaker Oats Company.

Lenten meal with real appeal, the lightest pancakes ever. KK72378. SEE Quaker Oats Company.

Let 'em enjoy this real farm breakfast. KK72375. SEE Quaker Oats Company.

M-m-m Pancakes with syrup, butter, bacon and coffee. KK72377. SEE Quaker Oats Company.

M-m-m, Aunt Jemima buckwheats. KK72647. SEE Quaker Oats Company.

More fun on pancake day, Tuesday, Feb. 26. KK72649. SEE Quaker Oats Company.

My old South recipe is now fluff-whipped to give you the lightest pancakes you can bake. KK72645. SEE Quaker Oats Company.

Nifty school-day lunch that's thrifty. KK72379. SEE Quaker Oats Company.

Start their day with a real American farm breakfast! KK70165 ... SEE Quaker Oats Company.

PRINCE MATCHABELLI, INC.

Color selector for pretty as a picture make-up. (Cosmetics) Card. © Prince Matchabelli, inc., also t.a. Prince Matchabelli; 12Nov51; KK72862.

PROBATE PROPERTY REVIEW.

The Probate property review. The most complete and accurate informational publication of its kind. Folder. Appl. author: Artie Aaron. © The Probate Property Review; 16Nov51; KK70558.

PROCTER AND GAMBLE COMPANY ©.

Cold-proof Puritan oil for salads and cooking. Tossed green salad deluxe. Card. © The Procter & Gamble Co.; 28Dec51; KK70887.

Dishes go from grease to shine in half the time with Joy, perfected by Procter & Gamble. Joy with a new exclusive ingredient ... Adv. from Palladium times, Oswego, N. Y., Jan. 10, 1952, p. 14. Appl. author: The Blow Company, inc. © 10Jan52; KK69529.

Dishes go from grease to shine in half the time with Joy, perfected by Procter & Gamble. New, extra mild Joy ... (Liquid soap) Adv. from Daily Journal, International Falls, Minn., Feb. 21, 1952, p. 5. Appl. author: The Blow Company, inc. © 21Feb52; KK71050.

For linoleum, once over with new Spic & Span cleans brighter, twice as fast as soap! (Cleaner) Adv. from Buffalo courier express, Nov. 25, 1951, comic section. Appl. author: The Blow Co., inc. © 25Nov51; KK70049.

Graham sheet cracker for graham cracker crumbs. Primex. (Vegetable oil shortening) Sheet. © The Procter & Gamble Co.; 15Nov51; KK71906.

It really makes a difference. Procter & Gamble's exciting, new Cheer specially made for tough job washing. Adv. from Bowling Green sentinel tribune, Bowling Green, Ohio, Mar. 6, 1952, p. 8. Appl. author: Young & Rubicam, inc. © 6Mar52; KK73779.

Join the Duz-of-the-month club. Get free coupons worth 50¢. (Soap) Adv. from Intelligencer journal, Lancaster, Pa., Feb. 29, 1952, p. 31. Appl. author: Compton Advertising, inc. © 29Feb52; KK71185.

Joy for instant dishwashing. Net 6 fluid oz. (Synthetic detergent) Label. Appl. author: The Blow Co., inc. © The Procter & Gamble Co.; 10Mar52; KK71966.

Just once over makes painted walls, woodwork, linoleum look newly decorated. Spic and Span. (Cleaner) Adv. from Albany times union, May 11, 1952. Appl. author: The Blow Co., inc. © 11May52; KK74907.

Never before such fast, easy dishwashing as with improved, milder Joy. (Liquid soap) Adv. from Portland Sunday telegram, Portland, Me., Apr. 20, 1952, comic section. Appl. author: The Blow Co., inc. © 20Apr52; KK73013.

New all-purpose Spic and Span does 114 of your cleaning jobs faster, cleaner, easier. Adv. from the Evening news, Harrisburg, Pa., June 5, 1952, p. 12. Appl. author: The Blow Co., inc. © 5Jun52; KK74282.

New dishwashing magic. Joy in a bottle beats anything in a box. Yes, because it's liquid, Joy and only Joy offers all these dishwashing advantages. (Liquid soap) Adv. from Texarkana daily news, May 8, 1952, p. 14. Appl. author: The Blow Co., inc. © 8May52; KK73362.

New Spic and Span cleans linoleum 100 o/o faster, 100 o/o easier than soap, and it's instantly dry! From Providence Sunday Journal, Feb. 3, 1952, comic section. Appl. author: The Blow Co. © 3Feb52; KK70125.

PROCTER AND GAMBLE COMPANY. Cont'd.

Now, just in time for your summer home permanent. New, Procter & Gamble's Lilt with naturalizer to make your wave longest-lasting ... Adv. from the Cincinnati post, June 13, 1952, p. 27. Appl. author: The Blaw Co., inc. © 13Jun52; KK74415.

Once over, dirt's gone and painted walls, woodwork, linoleum look newly decorated. New Spic and Span. (Cleaner) Adv. from Boston advertiser, Apr. 20, 1952, comic section. Appl. author: The Blaw Co., inc. © 20Apr52; KK73056.

Once over with new Spic and Span cleans linoleum cleaner twice as fast as soap. No hard rubbing, no rinsing, no wiping dry. Adv. from Providence Sunday Journal, Jan. 13, 1952, comic section. Appl. author: The Blaw Company, inc. © 13Jan52; KK69413.

The Procter & Gamble research kitchens present: glazed cinnamon apples. (Vegetable shortening) Folder. © The Procter & Gamble Co.; 7Jan52; KK72896.

Puritan oil mayonnaise. Cold-proof Puritan oil for salads and cooking. Sheet. © The Procter & Gamble Co.; 13Jan52; KK71905.

PRODUCT MINATURE COMPANY, INC. ©. Tru miniatures. (Scale model toys) Folder. Appl. author: Bert S. Gittins, Advertising. © 28Feb52; KK71219.

PROMOTIONAL ENTERPRISES, INC. ©. Aunt Fanny's enriched bread. Label. Appl. author: Mildred C. Lucas. © 8Jan52; KK70530.

PROMOTIONAL PUBLISHING COMPANY. Woolworth's Jolly Christmas book. Robbie and Dottie in A Christmas eve in space. (Toys) 28 p. © Horace B. Burnstine, d.b.a. Promotional Pub. Co.; 26Nov51; KK69733.

PROPELLER FAN MANUFACTURERS' ASSOCIATION ©. Certified ratings. (Centrifugal and axial fans) Label. © 14Dec51; KK74494.

PROSPERITY COMPANY, INC. Continuous distillation and filtration in a Prosperity fully automatic cleaning unit. (Laundry machinery) Adv. from Daily News Record, Jan. 21, 1952, p. 23. Appl. author: Barlow Adv. Agency. © The Prosperity Co., inc.; 21Jan52; KK70285.

E-Z-Does it, faster, finer, easier. (Laundry machinery) Folder. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 23May52; KK74667.

Gentlemen, now you can stick your necks out on quick service cans odorless and shrinkless dry cleaning. Prosperity 6-A fully-automatic cleaning unit. Folder. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 8Feb52; KK72159.

Prosperity digest. (Laundry machinery) Pamphlet. Appl. author: Barlow Advertising Agency.

36. © 28Nov51; KK69551.

37. © 3Jan52; KK69583.

38. © 25Jan52; KK72157.

39. © 1Mar52; KK72158.

40. © 1Apr52; KK73170.

41. © 5May52; KK74694.

42. © 27May52; KK74668.

Set up for the service that most families want. Individual production washing. Prosperity fully-automatic 25 pound individual production washer. Adv. from American Laundry Digest, Mar. 1952, p. 52-53. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 15Mar52; KK73169.

Today it's 7-A. A new standard of excellence in faster and finer cleaning plus greater economy of operation. (Laundry machinery) Pamphlet. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 5Feb52; KK71510.

We are pleased to announce our appointment as an authorized supplier for Prosperity laundry equipment, service and parts. Folder. Appl. author: Barlow Adv. Agency. © The Prosperity Co., inc.; 15Jan52; KK70212.

Yes, the trade's all ears and eyes for the biggest value ever offered! It's here, the new fully-automatic Prosperity "7-A". (Laundry machinery) Folder. Appl. author: Barlow Adv. Agency. © The Prosperity Co., inc.; 26Jan52; KK70239.

PRUSSING, ARTHUR WILLIAM. An accurate picture, actual size, of a piece cut from an Olson rug to show the sturdy construction. KK72029. SEE Olson Rug Company.

America's finest low priced broadloom. KK71700. SEE Olson Rug Company.

Cinnamon taupe; popular, rich new color that goes with almost everything. KK72030. SEE Olson Rug Company.

Come direct to the great Olson rug factory and see how much you save! KK74811. SEE Olson Rug Company.

Dear friend: The other morning, as a group of club women finished a tour of the Olson factory. KK71702. SEE Olson Rug Company.

Great Olson factory-to-you sale. KK72080. SEE Olson Rug Company.

How to have lovely broadloom rugs and save up to 1/2 your rug money. KK71813 ... SEE Olson Rug Company.

It's fun to use this Olson rug selector. KK72028. SEE Olson Rug Company.

Let the valuable materials in your old rugs, clothing, save you up to half. KK72027. SEE Olson Rug Company.

Modern broadloom, rug beauty at its best. KK72031. SEE Olson Rug Company.

Olson offers extra factory savings. KK71435. SEE Olson Rug Company.

Olson rug magic saves you up to 1/2. KK71817. SEE Olson Rug Company.

Olson rug selector simplifies your selection. KK72762. SEE Olson Rug Company.

Olson rug time is here with special reduced prices. KK71698. SEE Olson Rug Company.

Olson rugs at special 1952 reduced prices for a limited time only. KK71701. SEE Olson Rug Company.

Rug selector. It's fascinating, try it. KK72024. SEE Olson Rug Company.

Save up to 1/2 and get lovelier broadloom rugs like these. KK72025. SEE Olson Rug Company.

See how much more you can save at the Olson super rug mart. KK74882. SEE Olson Rug Company.

Send old materials, get rich new rugs. KK71815. SEE Olson Rug Company.

Send your old materials, get rich new rugs like these & save up to 1/2 your rug money. KK72675. SEE Olson Rug Company.

Special rug offer saves you up to 1/2. KK71814 ... SEE Olson Rug Company.

Take advantage now of these special reduced prices. KK71699. SEE Olson Rug Company.

There is a lovely new Olson rug in your old rugs, clothing. KK72023 ... SEE Olson Rug Company.

PUERTO RICO RUM INSTITUTE ©. Max Robison says: There's a reason why Sasha Seimel hunts ferocious tigers armed with only a spear. Ask for light dry Puerto Rican rums. Adv. from the Vandergrift News, Vandergrift, Pa., Dec. 17, 1951. Appl. author: Turner & Dyson, inc. © 17Dec51; KK69467.

PURE Frozen Lemon Juice Corporation of America. SEE Racine (H. L.) and Sons, inc. Pure Frozen Lemon Juice Corporation of America.

PUREX CORPORATION, LTD. ©. Art Linkletter's radio special. Big sale on Trend. Now 6¢ to 12¢ less per package than any other leading suds for dishes. (Detergent) Adv. from the Dakota Farmer, Mar. 1, 1952, p. 37. Appl. author: Foote, Cone & Belding. © 1Mar52; KK72580.

Art Linkletter's radio special. Big sale on Trend. Now 6¢ to 12¢ less per package than any other leading suds for dishes. (Detergent) Adv. from Toledo Blade, Jan. 24, 1952, p. 24. Appl. author: Foote, Cone & Belding. © 24Jan52; KK72579.

Aunt Sylvia and the angry husband. Purex, the gentle bleach. Adv. from the American Weekly, Feb. 24, 1952, p. 18. Appl. author: Foote, Cone & Belding. © 24Feb52; KK74585.

Aunt Sylvia and the angry husband. Purex, the gentle bleach. Adv. from the Dakota Farmer, Feb. 2, 1952, p. 33. Appl. author: Foote, Cone & Belding. © 2Feb52; KK72582.

Aunt Sylvia and the shabby sheik. Purex, the gentle bleach. Adv. from the American Weekly, Jan. 27, 1952, p. 19. Appl. author: Foote, Cone & Belding. © 27Jan52; KK72578.

New Slickut knife set ... Safer for linens because it's pure. Purex. (Bleach) Adv. from the Kansas City Star, Mar. 9, 1952. Appl. author: Foote, Cone & Belding. © 9May52; KK73960.

\$1.50 knife set for 50¢. Purex. (Bleach) Adv. from the Dakota Farmer, Apr. 15, 1952, p. 43. Appl. author: Foote, Cone & Belding. © 5Apr52; KK73961.

\$1.50 knife set for 50¢ with label from Purex bleach. Adv. from Western Family, May 15, 1952, p. 9. Appl. author: Foote, Cone & Belding. © 15May52; KK74586.

Special Purex bleach offer. Carry-all apron only 25¢ with one label from Purex, the gentle bleach. Adv. from San Antonio Express, Jan. 20, 1952, comic section, p. 5. Appl. author: Foote, Cone & Belding. © 20Jan52; KK72583.

Special Purex offer. Carry-all apron handy for clothespins, dust cloths, etc. (Bleach) Adv. from the San Antonio Light, Jan. 30, 1952, p. 4. Appl. author: Foote, Cone & Belding. © 30Jan52; KK73959.

PUREX CORPORATION, LTD. ©. Cont'd.
Special Purex premium offer. New
Slickut knife set. (Bleach) Adv.
from the Natchez times, Natchez,
Miss., Mar. 9, 1952, comic section,
p. 3. Appl. author: Foote, Cone
& Belding. © The Purex Corp.,
ltd.; 9Mar52; KK72581.

Q

QUAKER OATS COMPANY.

Aunt Jemima's famous recipe is now
fluff-whipped to give you the
lightest pancakes you can bake.
Aunt Jemima ready-mix for pancakes
and waffles. Adv. from the Saturday
evening post, Jan. 26, 1952, p. 4.
Appl. author: Price, Robinson &
Frank, inc. © The Quaker Oats Co.;
23Jan52; KK72646.

Aunt Jemima's old South recipe is now
fluff-whipped for the lightest pan-
cakes you can bake. Aunt Jemima
ready-mix for pancakes. Adv. from
Journal-tribune, Sioux City, Iowa,
Aug. 9, 1951, p. 12. Appl. author:
Price, Robinson & Frank, inc.
© The Quaker Oats Co.; 9Aug51;
KK72648.

Honey, you're lookin' at the very
lightest pancakes you can bake.
Aunt Jemimas, of course. (Pancake
mix) Adv. from the Saturday eve-
ning post, Apr. 12, 1952, p. 114.
Appl. author: Price, Robinson &
Frank, inc. © The Quaker Oats Co.;
9Apr52; KK74023.

Imagine, only 6¢ for a stack of
fluffier Aunt Jemimas with butter
and syrup. Aunt Jemima ready-mix
for pancakes. Adv. from Pittsburgh
press, Oct. 4, 1951, p. 30. Appl.
author: Price, Robinson & Frank,
inc. © The Quaker Oats Co.;
4Oct51; KK72380.

Lenten meal with real appeal, the
lightest pancakes ever. Aunt
Jemimas, of course. (Pancake mix)
Adv. from Parade, Feb. 24, 1952,
p. 8. Appl. author: Price, Robin-
son & Frank, inc. © The Quaker Oats
Co.; 24Feb52; KK72378.

Let 'em enjoy this real farm break-
fast. Aunt Jemima ready-mix for
pancakes. Adv. from Country
gentleman, Feb. 1952, p. 132.
Appl. author: Price, Robinson &
Frank, inc. © The Quaker Oats Co.;
30Jan52; KK72375.

M-m! Pancakes with syrup, butter,
bacon and coffee. Entice 'em with
a real American breakfast. Aunt
Jemima ready-mix for pancakes.
Adv. from the Saturday evening post,
Oct. 27, 1951, p. 93. Appl. author:
Price, Robinson & Frank, inc. © The
Quaker Oats Co.; 24Oct51; KK72377.

M-m-m, Aunt Jemima buckwheats. The
tangy flavor's just right and
they're oh, so light. Aunt Jemima
ready-mix buckwheat wheat and corn
flour. Adv. from Evening news,
Newark, N. J., Feb. 7, 1952, p. 20.
Appl. author: Price, Robinson &
Frank, inc. © The Quaker Oats Co.;
7Feb52; KK72647.

More fun on pancake day, Tuesday, Feb.
26. Serve the lightest pancakes you
can bake. Aunt Jemima ready-mix pan-
cakes and waffles. Adv. from Even-
ing news, Newark, N. J., Feb. 21,
1952, p. 7. Appl. author: Price,
Robinson & Frank, inc. © The Quaker
Oats Co.; 21Feb52; KK72649.

My old South recipe is now fluff-
whipped to give you the lightest
pancakes you can bake. Aunt Jemima
ready-mix for pancakes. Adv. from
the Saturday evening post, Nov.
17, 1951, p. 77. Appl. author:
Price, Robinson & Frank, inc.
© The Quaker Oats Co.; 14Nov51;
KK72645.

Nifty school-day lunch that's thrifty.
Aunt Jemima pancakes or buckwheats
with butter 'n syrup only 6¢ a
serving. (Pancake mix) Adv. from
Pittsburgh press, Sept. 6, 1951,
p. 36. Appl. author: Price,
Robinson & Frank, inc. © The Quaker
Oats Co.; 6Sep51; KK72379.

Start their day with a real American
farm breakfast! Aunt Jemima ready-
mix for pancakes. Adv. from
Country gentleman, Oct. 1951,
p. 160. Appl. author: Price,
Robinson & Frank, inc. © The
Quaker Oats Co.; 26Sep51; KK70165.

Start their day with a real American
farm breakfast. Aunt Jemima ready-
mix for pancakes. Adv. from Country
gentleman, Oct. 1951, p. 160. Appl.
author: Price, Robinson & Frank,
inc. © The Quaker Oats Co.;
26Sep51; KK72376.

QUAKER OATS COMPANY. COAST
FISHERIES DIVISION.

My, but you're playful. See what it
means to be a Puss 'N Boots cat?
Puss 'N Boots cat food. Adv. from
Life magazine, Sept. 3, 1951, p. 122.
Appl. author: Frances Rutland
Lacher. © Coast Fisheries, division
of the Quaker Oats Co.; 31Aug51;
KK70366.

She's a proud mother. See what it
means to be a Puss 'n Boots cat?
Puss 'n Boots cat food. Adv. from
Good housekeeping magazine, Feb.
1952, p. 179. Appl. author: Frances
Rutland Lacher. © Coast Fisheries,
division of the Quaker Oats Co.;
20Jan52; KK70387.

QUALITY BAKERS OF AMERICA COOPERATIVE,
INC. ©.

America needs more milk. Jaeger's
Butter-Nut bread. Adv. © 24Apr52;
KK74202.

Ann Miller goes for Sunbeam, too!
Sunbeam enriched bread. Adv. from
Rapid City, S. D. daily journal,
Oct. 16, 1951. © 16Oct51; KK69989.

At your grocer's today. Something
extra for you. Butter-Nut bread is
milk-improved. Adv. from the Milwau-
kee journal, Apr. 23, 1952.
© 23Apr52; KK73931.

Barry Sullivan goes for Sunbeam, too!
Sunbeam enriched bread. Adv. from
Biddeford daily journal, Biddeford,
Me., Oct. 11, 1951. © 11Oct51;
KK70010.

Better for breakfast, better for
lunch, better for dinner, because
it's better baked Sunbeam enriched
bread. Adv. © 17Mar52; KK73929.

Big bread bargain. Holsum Sunbeam, the
double nourishment bread. Adv. from
Savannah evening press, May 7, 1951.
© 7May51; KK69598.

Come and get it! It's Blue Ribbon
bread. Adv. © 25Apr52; KK74199.

Esther Williams goes for Sunbeam, too.
Sunbeam enriched bread. Poster.
© 1Jun52; KK74580.

Everybody's eating it! Try Smith's
Roman meal bread. Adv. from the
Mobile register, Sept. 10, 1951.
© 10Sep51; KK69988.

Everybody's reaching for Holsum Sun-
beam double nourishment bread.
Adv. from Savannah evening press,
Apr. 16, 1951. © 16Apr51; KK69603.

Everybody's saying: tastes so much
better because it's better baked.
Sunbeam enriched bread. Adv.
© 31Mar52; KK73927.

For goodness sake try Blue Ribbon
bread. Adv. © 28Mar52; KK74203.

Gals and guys go for Blue Ribbon bread.
Adv. © 8May52; KK74200.

Here's your family's new favorite!
Try Smith's Roman meal bread.
Adv. from the Mobile press, Sept.
5, 1951. © 5Sep51; KK69987.

It's a baking sensation! Try Smith's
Roman meal bread. Adv. from
the Mobile register, Sept. 3, 1951.
© 3Sep51; KK69986.

It's here, years ahead of other
bread varieties. Schmidt's Mell-
O-Bran bread. Adv. from Mineral
daily news-tribune, Jan. 24, 1952,
p. 6. © 24Jan52; KK71045.

James Stewart likes Sunbeam, too.
(Baked goods) Sheet. © 1May52;
KK74164.

James Whitmore goes for Sunbeam, too!
Sunbeam enriched bread. Adv. from
Biddeford daily journal, Nov. 29,
1951. © 29Oct51; KK70044.

Jean Hagen goes for Sunbeam, too!
Sunbeam enriched bread. Adv. from
the Portsmouth times, Portsmouth,
Ohio, Oct. 22, 1951. © 22Oct51;
KK70045.

Jeepeers! Blue Ribbon bread is good'n
tasty, good'n fresh ... Adv.
© 10Apr52; KK74204.

Keenan Wynn goes for Sunbeam, too!
Sunbeam enriched bread. Adv. from
Bethlehem globe times, Nov. 23,
1951. © 23Nov51; KK70041.

Little Miss Sunbeam brings you more
nonfat milk solids in every loaf.
Reach for Holsum Sunbeam, the
double nourishment bread. Adv.
from Savannah evening press, Apr.
9, 1951. © 9Apr51; KK69599.

Louis Calhern goes for Sunbeam, too!
Sunbeam enriched bread. Adv. from
Biddeford daily journal, Nov. 1,
1951. © 1Nov51; KK70043.

Lovely, lively Monica Lewis goes
for Sunbeam, too. Sunbeam enriched
bread. Adv. from Springfield
daily news, Sept. 24, 1951.
© 24Sep51; KK70009.

M-m-m! Makes better sandwiches because
it's better baked. Sunbeam enriched
bread. Adv. © 24Mar52; KK73926.

Marge and Gower Champion go for
Sunbeam, too! Sunbeam enriched
bread. Adv. from Daily eagle,
N. H., Oct. 29, 1951. © 29Oct51;
KK70046.

More for your pennies because it's
better baked Sunbeam enriched bread.
Adv. © 10Mar52; KK73928.

Popular Hollywood star Bruce Cowling
goes for Sunbeam, too! Sunbeam
enriched bread. Adv. from Johnson
City press-chronicle, Nov. 8, 1951.
© 8Nov51; KK70042.

Recipe for rosier cheeks. Holsum
Sunbeam, the double nourishment
bread. Adv. from Savannah evening
press, Apr. 2, 1951. © 2Apr51;
KK69602.

Ricardo Montalban goes for Sunbeam,
too! Sunbeam enriched bread. Adv.
from the Huntington advertiser,
Oct. 11, 1951. © 11Oct51; KK70012.

Rosier cheeks, brighter eyes, stronger
teeth, sturdier bones. Holsum Sun-
beam, the double nourishment bread.
Adv. from Savannah evening press,
Apr. 30, 1951. © 30Apr51; KK69600.

Sally Forrest goes for Sunbeam, too!
Sunbeam enriched bread. Adv. from
Biddeford daily journal, Biddeford,
Me., Oct. 1, 1951. © 1Oct51;
KK70011.

So good to eat, so good for you.
It's made with Kellogg's All-Bran.
Schmidt's Mell-O-Bran bread. Adv.
© 7Feb52; KK71044.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©. Cont'd.

Stewart Granger loves Sunbeam, too. (Baked goods) Sheet. © 1Apr52; KK74165.

Talk about getting more for your pennies. Jaeger's Butter-Nut bread. Adv. © 28Apr52; KK74201.

There's good eatin' ahead, we mean Blue Ribbon bread. Adv. © 3Apr52; KK74197.

Thru-and-thru goodness because it's better baked. Sunbeam enriched bread. Adv. © 7Apr52; KK73925.

Twice in a row, by Hecht! Hecht's Sunbeam enriched bread. Adv. from Bristol herald courier, May 20, 1951. © 20May51; KK70040.

What? First prize again? What a bread! Adv. from Bristol herald courier, May 27, 1951. © 27May51; KK70008.

What's better than one first prize? Two first prizes! Hecht's Sunbeam enriched bread. Adv. from Bristol herald courier, May 24, 1951. © 24May51; KK70007.

The whole town's thriving on milk-improved Butter-Nut bread! Adv. from the Milwaukee journal, May 8, 1952. © 8May52; KK73930.

Youngsters are yellin' in shoutin': Blue Ribbon bread is good for cow-boys ... Adv. © 18Apr52; KK74198.

Youngsters thrive on more nonfat milk solids. Holsum Sunbeam supplies 50 % more nonfat milk solids than ordinary bread. Adv. from Savannah evening press, Apr. 23, 1951. © 23Apr51; KK69601.

QUALITY IMPORTERS, INC. ©.

At last, another precious, limited supply of that rare, deep-flavor Scotch, Campbell's White Heather. (Whisky) Adv. from the Oregonian, Feb. 19, 1952, p. 6. Appl. author: Sander Heyman. © 19Feb52; KK70837.

The case of the perfect gift. Welch's wine. Adv. from Printer's ink, Nov. 30, 1951, p. 8. Appl. author: Sander Heyman. © 29Nov51; KK69595.

Ida loves it, too, says Eddie Cantor. Taste it, you'll love it. Welch's wine. Adv. from Cincinnati post, Apr. 4, 1952, p. 6. Appl. author: Sander Heyman. © 4Apr52; KK72324.

94 means more. 94 proof means that White Heather makes a more satisfying and longer-lasting Scotch drink ... Adv. from the Observer, May 19, 1952, p. 9. Appl. author: Sander Heyman. © 19May52; KK73668.

Now you can double your wine business with these 2 great stars, alike in taste, alike in quality. Welch's Sweet 'n Hearty candi Kosher Passover. (Wines) Adv. from Beverage media, Mar. 1952, p. 15-18. Appl. author: Sander Heyman. © 1Mar52; KK74021.

Perfection for Passover. Welch's kosher wine. For supreme enjoyment during the festive holiday season of Passover ... Adv. from the New York times, Apr. 3, 1952, p. 12. Appl. author: Sander Heyman. © 3Apr52; KK72068.

Pruebelo a usted le gustara, dice Eddie Cantor. Welch's wine. Adv. from El Diario de Nueva York, p. 5. Appl. author: Sander Heyman. © 4Apr52; KK74492.

Taste it, you'll love it, say those who know good wine. Welch's. Poster. Appl. author: Sander Heyman. © 3Jan52 (in notice: 1951); KK69628.

Taste it, you'll love it, says Eddie Cantor. Welch's wine. Adv. from New York daily news, Feb. 26, 1952, p. 38. Appl. author: Sander Heyman. © 26Feb52; KK70824.

Taste it, you'll love it, says Eddie Cantor. Welch's wine. Adv. from the Miami herald, Miami, Fla., Feb. 27, 1952, p. 12. Appl. author: Sander Heyman. © 27Feb52; KK70937.

That's my wine, folks, says Eddie Cantor. Welch's wine. Adv. from Daily news, Mar. 11, 1952, p. 40. Appl. author: Sander Heyman. © 11Mar52; KK71200.

That's my wine, folks, says Eddie Cantor. Welch's wine. Adv. from the Miami herald, Miami, Fla., Mar. 12, 1952, p. 11. Appl. author: Sander Heyman. © 12Mar52; KK71296.

That's my wine for Passover, says Eddie Cantor. Welch's kosher Passover wine. Adv. from the National Jewish monthly, Mar. 1952. Appl. author: Sander Heyman. © 8Mar52; KK71203.

That's my wine for Passover, says Eddie Cantor. Welch's wine. Adv. from the American Zionist, Feb. 1952, p. 10. Appl. author: Sander Heyman. © 28Feb52; KK70924.

Tops in flavor to the bottom of your glass. Campbell's White Heather Scotch whiskey, deeper, richer flavor because it's 94 proof. Adv. from the New Yorker, May 3, 1952, p. 111. Appl. author: Sander Heyman. © 3May52; KK73726.

Tops in flavor to the bottom of your glass. Campbell's White Heather Scotch whisky. Adv. from the New Yorker, May 17, 1952, p. 77. Appl. author: Sander Heyman. © 17May52; KK73458.

Welch's is our wine for Passover. I've discovered lots of stars ... Eddie Cantor. Adv. from Kashruth consumers guide, Mar. 1952, p. 8. Appl. author: Sander Heyman. © 5Mar52; KK71482.

QUARTER BACK CORPORATION ©.

25¢ A Quarter Back on every pack. CBS Columbia television receiver. (Tobacco and food products) Label. © 3Jan52; KK71976.

25¢ A Quarter Back on every pack. General Electric blanket. (Tobacco and food products) Label. © 3Jan52; KK71979.

25¢ A Quarter Back on every pack. Sunbeam Mixmaster. (Tobacco and food products) Label. © 3Jan52; KK71978.

25¢ A Quarter Back on every pack. Westinghouse roaster. (Tobacco and food products) Label. © 3Jan52; KK71977.

QUICK, ROBERT CHARLES.

Store planning kit for Spacemaster equipment. KK74103. SEE Reflector-Hardware Corporation.

QUINCY CHEMICAL COMPANY.

D-Corrode with D-Corrosion. Preserve your cables and batteries. Removes and prevents corrosion. Label. © Virgil H. Pickens, d.b.a. Quincy Chemical Co.; 18Mar52; KK71438.

QUINN, WILLIAM HALSTON.

Drink Coca-Cola. Vendo cooler equipment. KK74347. SEE Vendo Company.

R

R-J-M COMPANY.

The R-J-M Company. Steel, hardware, bolts. Tank shell data. Poster. Appl. author: Stanford O. Price. © The R-J-M Co.; 12Dec51; KK69500.

RACEY (ERLE) AND ASSOCIATES.

The Delaware Punch twin franchise is valuable to you. KK69711. SEE Delaware Punch Company of America. Which twin has the money maker? KK71501. SEE Delaware Punch Company of America.

RACLIN (H. L.) AND SONS, INC. PURE FROZEN LEMON JUICE CORPORATION OF AMERICA.

Nilecar brand concentrated mix for pink lemonade. Contents 6 fl. oz. Label. © Pure Frozen Lemon Juice Corp. of American, division of H. L. Raclin & Sons, Inc.; 25Feb52; KK70738.

RADUSKY, VERN.

Glamour bath with Miss Clairol hair color bath. KK72568. SEE Clairol, inc. How to use new, amazing Miss Clairol. KK71465. SEE Clairol, inc. Jinx says, your beautician knows best. KK71497. SEE Clairol, inc. Miss Clairol hair color bath. KK70991. SEE Clairol, inc. Silver Drops concentrated for drabbing while bleaching or tinting. KK73978. SEE Clairol, inc. Use this shield for a blonde Lady Clairol streak ... KK72569. SEE Clairol, inc.

RAICHE, LOUIS IRL.

Timely technical tips for the technician. KK74275 ... SEE Motloid Company.

RALSTON, LEO ©.

Twentieth anniversary of a dollar pen that signed the Japanese surrender. (Photograph) Sheet. © 2Jan52; KK70277.

RAMSET FASTENERS, INC. ©.

Ramset Fastening System; fastening tools, fasteners, fastening charges ... Folder. Appl. author: Alfred T. Goulding. © 3Jun52; KK74073.

Ramset Fastening System. Price list for model 122. (Fastening tools) Folder. Appl. author: Robert F. Rounta. © 27Mar52; KK72743.

Ramset leads again with Tru-Set fasteners. (Construction tool) Folder. Appl. author: Alfred T. Goulding. © 28Jan52; KK70000.

RAMSEY, NOTON NEVIL.

Coleman construction. KK71020. SEE Coleman Furniture Corporation.

RAMSEY CORPORATION ©.

Ramco re-powering station; beacon sign of assurance for competent engine repair. (Piston rings) Adv. from Saturday evening post, Dec. 9, 1950, p. 168. © 9Dec50; KK73680. Save money on engine repair. Ramco re-powering station. (Piston rings) Adv. from Saturday evening post, June 17, 1950, p. 142. © 17Jun50; KK73681.

RAPID SPECIALTIES COMPANY ©.

Fast Seal gas appliance connectors. Label. Appl. author: Calvin Herbert Ling. © 4Jun51; KK68967. Introducing economical, safe, sure Gas Master range connectors. Card. Appl. author: Calvin Herbert Ling. © 11Dec51; KK68966.

RAPIDOL DISTRIBUTING CORPORATION ©.

How to apply Blensol color shampoo, easily, quickly. Folder. © 4Dec51; KK69450.

RAPP-RAMSEY COMPANY ©.

Gloss-Tex plastic starch. Resists dirt, washes out readily. (Water soluble stiffening agent) Label. Appl. author: L. H. Thomas. © 1Feb52; KK70575.

RAPPOLT, H. G.

Ross air systems for the textile industry. Heating, ventilating, drying, cooling, conditioning. Bulletin 30. KK69534. SEE Ross (J. O.) Engineering Corporation.

RASH, JAMES R., JR.

Your invitation to more profits. KK71119. SEE Bourbon Beef Cattle Association.

RASHID, ROBERT G.

Slipperette by Ripon for boudoir and travel. KK73318. SEE Ripon Knitting Works.

RATH PACKING COMPANY.

Ra-Corn brand bacon. Net wt. 1 lb. Label. © The Rath Packing Co.; 1Feb51; KK74560.

RAVIN, Harry, d.b.a. Glo-Dile Company.

SEE Glo-Dile Company.

RAYBESTOS-MANHATTAN, INC. ©.

Why our brake shoe exchange lined with Raybestos will increase your brake service business. Pamphlet. Appl. author: Jerome William Brush, Jr. © 4Jan52; KK70890.

RAYBRUN COMPANY ©.

Learn the international morse code faster, easier. Raybrun code-voice method. (Phonograph records) Appl. authors: Bruno Bengt Skoggard & Raymond Patrick Calt. © 21Nov51; KK70001.

RAY-O-VAC COMPANY.

Now, light when you need it from power sealed-in-steel. They stay fresh. Ray-O-Vac leak proof flashlight battery. (Woman, boy and dog in rain) Adv. Appl. author: McCann-Erickson, Inc. © Ray-O-Vac Co. & Ray-O-Vac Canada, Ltd.; 18Feb52; KK71783.

RAYTHEON MANUFACTURING COMPANY ©.

You're out, Pop. The new Raytheon TV picture tube warranty policy fans Father Time. Adv. from Radio & television retailing, Aug. 1951, p. 89. © 1Aug51; KK68942.

REACH (A. J.) WRIGHT AND DITSON ©.

Reach, Wright & Ditson spring and summer 1952. (Sports equipment) 40 p. © 17Jan52; KK70376.

Trade price edition: 1952. (Sports equipment) 40 p. © 29Feb52; KK71262.

REACH (CHARLES DALLAS) COMPANY.

All over America, druggists are discovering. KK71055. SEE International Latex Corporation.

Baby, have you got that tied feeling? KK70039 ... SEE International Latex Corporation.

Best change baby ever had! KK70034 ... SEE International Latex Corporation.

1st in pens with the famous Ball Pointer 52. KK72974. SEE Waterman (L. E.) Company.

Give that special baby on your gift list a personal wardrobe of Playtex panties. KK70038. SEE International Latex Corporation.

Hexachlorophene, indicated for prevention of diaper rash. KK70036. SEE International Latex Corporation.

Is there a baby in the house?

KK70037. SEE International Latex Corporation.

Just the little babies to help you. KK71057. SEE International Latex Corporation.

Little babies are big business. KK71059. SEE International Latex Corporation.

Little babies are big repeat business. KK71056. SEE International Latex Corporation.

Make your store baby headquarters. KK71058 ... SEE International Latex Corporation.

A natural for super profits. KK73401. SEE International Latex Corporation.

Tied in knots, by ordinary pants that grip, mark, cut circulation? KK70035. SEE International Latex Corporation.

Too wet for comfort, baby? KK73402. SEE International Latex Corporation.

READ STANDARD CORPORATION ©.

Readco dreadnought high speed dough mixer. Service manual. 22 p. Appl. author: Gerald A. Jorgenson. © 4Feb52; KK70615.

Service manual, Readco automatic moulder panner; candi Instructions for care, operation and maintenance. c9; p., 17 p. of charts. © 23Apr52; KK73219.

READY HUNG DOOR CORPORATION ©.

36 reasons why Ready Hung doors save. Folder. Appl. author: Edmonds L. Guerrant. © 18Apr52; KK74455.

REARDON COMPANY.

The amazing new finish, Dramex. Colors like paint, resurfaces like plaster. (Interior finish) Poster. Appl. author: Richard Thomas. © The Reardon Co.; 15Nov51; KK71c03.

Bondex adds color charm. (Cement paint) Poster. Appl. author: Richard D. Thomas. © The Reardon Co.; 1Apr52; KK73473.

Bondex cement paint headquarters; see us about moisture control problems. Poster. Appl. author: Richard D. Thomas. © The Reardon Co.; 1Apr52; KK73479.

Bondex easy to apply. (Cement paint) Poster. Appl. author: Richard D. Thomas. © The Reardon Co.; 1Apr52; KK73471.

Bondex is washable. (Cement paint) Poster. Appl. author: Richard D. Thomas. © The Reardon Co.; 1Apr52; KK73470.

Bondex low cost protection. (Cement paint) Poster. Appl. author: Richard D. Thomas. © The Reardon Co.; 1Apr52; KK73474.

Bondex seals wet basements. (Cement paint) Poster. Appl. author: Richard D. Thomas. © The Reardon Co.; 1Apr52; KK73472.

Bondex seals wet walls. (Cement paint) Poster. Appl. author: Richard D. Thomas. © The Reardon Co.; 1Apr52; KK73475.

Block can be beautiful and dry. Get beauty plus the proved protection of Bondex cement paint. Adv. from the Mobile press register, Mobile, Ala., Mar. 9, 1952, p. 15. Appl. author: Arthur J. Gillespie. © The Reardon Co.; 9Mar52; KK73098.

Cash in on extra profits! Add a plus to your regular paint line! Sell Dramex. (Interior paint) Adv. from American paint and oil dealer, May 1952, p. 36-37. Appl. author: Richard D. Thomas. © The Reardon Co.; 1May52; KK74360.

Easy, inexpensive way to make cracked plaster walls look like new with one coat of a new product, Dramex. (Interior wall finish) Adv. from Better homes and gardens, Mar. 1952, p. 223. Appl. author: Arthur J. Gillespie. © The Reardon Co.; 1Mar52; KK72605.

Facts about Bondex cement paint that mean extra sales for you. Be ready to make the most of big spring Bondex advertising drive starting soon. Adv. from American paint and oil dealer, Mar. 1952, p. 62-63. Appl. author: Arthur J. Gillespie. © The Reardon Co.; 1Mar52; KK72602.

For dependable dry wall jobs. Reardon's joint cement, joint tape. Adv. from American painter & decorator, Apr. 1952, cover. Appl. author: Arthur J. Gillespie. © The Reardon Co.; 1Apr52; KK74222.

Fresh new beauty that defies weather; you can seal out moisture with Bondex. (Cement paint) Adv. from Better homes and gardens, May 1952, p. 205. Appl. author: Richard D. Thomas. © The Reardon Co.; 1May52; KK74362.

Fresh new beauty that defies weather; you can seal out moisture with Bondex. (Cement paint) Adv. from Sunset, May 1952, p. 191. Appl. author: Richard D. Thomas. © The Reardon Co.; 1May52; KK74359.

Get better decorating jobs, save patching time with Resurfo. (Spackling compound) Adv. from American painter and decorator, May 1952, cover. Appl. author: Richard D. Thomas. © The Reardon Co.; 1May52; KK74361.

If your basement walls show these danger signs, you need Bondex. (Cement paint) Adv. from Minneapolis Sunday Tribune, Apr. 6, 1952, picture roto magazine, p. 3. Appl. author: Arthur J. Gillespie. © The Reardon Co.; 6Apr52; KK73100.

Suggested uses for your new Bondex window trim. (Cement paint) Sheet. Appl. author: Richard D. Thomas. © The Reardon Co.; 1Apr52; KK73476.

Supercel. Cellulose wallpaper paste, non-staining ... Check these advantages. Folder. Appl. author: Richard D. Thomas. © The Reardon Co.; 1Jan52; KK73477.

Supercel. Cellulose wallpaper paste, non-staining ... Check these advantages. Folder. Appl. author: Richard D. Thomas. © The Reardon Co.; 1Apr52; KK73478.

Supercel cellulose wallpaper paste. Non-staining. Poster. Appl. author: Richard Thomas. © The Reardon Co.; 15Nov51; KK71805.

Supercel, cellulose wallpaper paste. Non-staining. Supercel gives you the same liberal mark-up as other Reardon products. Adv. from American paint and oil dealer, Feb. 1952, p. 35-37. Appl. author: Arthur J. Gillespie. © The Reardon Co.; 1Feb52; KK72601.

Supercel, the new non-staining wallpaper paste. Supercel helps paper hangers do better jobs faster, easier ... Adv. from American painter & decorator, Feb. 1952, p. 57. Appl. author: Arthur J. Gillespie. © The Reardon Co.; 1Feb52; KK72600.

This is new. The Reardon Company announces Supercel cellulose wallpaper paste. Non-staining. Adv. from American painter and decorator, Mar. 1952, cover. Appl. author: Arthur J. Gillespie. © The Reardon Co.; 1Mar52; KK72599.

REARDON COMPANY. Cont'd.

Walls wet? Get beauty plus the proved protection of Bondex cement paint. Adv. from the Portsmouth times, Portsmouth, Ohio, Mar. 14, 1952, p. 15. Appl. author: Arthur J. Gillespie. © The Reardon Co.; 14Mar52; KK73099.

We turned a damp basement into one of the most useful parts of our house. Bondex cement paint. Adv. from Better homes & gardens, Apr. 1952, p. 31. Appl. author: Arthur J. Gillespie. © The Reardon Co.; 1Apr52; KK72604.

Why Dramex hides cracked plaster. Dramex interior finish does more than repaint problem walls. Adv. from American painter & decorator, Oct. 1951, p. 27. Appl. author: Ted Simpson. © The Reardon Co.; 1Oct51; KK68951.

Yours. Here's how to sign your name to the greatest ad campaign in cement paint history. Bondex. Adv. from American paint and oil dealer, Apr. 1952, p. 56-57. Appl. author: Arthur J. Gillespie. © The Reardon Co.; 1Apr52; KK72603.

REDDI-WIP, INC. ©.

Enjoy America's new winter-time dessert miracle: fresh-frozen fruit glorified with Reddi-Wip. (Whipping cream) Adv. from Life, Feb. 18, 1952, p. 141. Appl. author: Ruthrauff & Ryan, inc. © 18Feb52; KK71605.

Is your child a cereal rebel? Just see how eagerly he goes for it when served the Reddi-Wip way. (Whipping cream) Adv. from the Hartford times, Jan. 17, 1952, p. 28. Appl. author: Ruthrauff & Ryan, inc. © 17Jan52; KK71052.

Make pumpkin pie doubly glamorous with Reddi-Wip. Let Reddi-Wip glorify all your desserts every day. (Whipping cream) Adv. from McCall's, Nov. 1, 1951, p. 89. Appl. author: Ruthrauff & Ryan, inc. © 1Nov51; KK68846.

Make pumpkin pie doubly glamorous with Reddi-Wip. Let Reddi-Wip glorify all your desserts every day. (Whipping cream) Adv. from the Erie daily times, Erie, Pa., Nov. 2, 1951, p. 27. Appl. author: Ruthrauff & Ryan, inc. © 2Nov51; KK69384.

REDDY KILOWATT.

Wife savor. Reddy Kilowatt. Five flavor Life Savers sample. (Candy) Label. © Ashton B. Collins, d.b.a. Reddy Kilowatt; 4Jun51; KK71580.

REDINGTON, BERNICE ORPHA.

Basic recipes. The ones you'll use most frequently with Fisher's Blend flour. KK69374. SEE Fisher Flouring Mills Company.

My best friends sent me these recipes, says: Mary Mills. KK72305. SEE Fisher Flouring Mills Company.

REDTOP BREWING COMPANY ©.

Already it's the most sensational success. America's first extra dry ale. Redtop. Adv. from the Columbia record, Columbia, S. C., Mar. 20, 1952, p. 4. © 20Mar52; KK71526.

At last, the most raved about brew reaches Columbia. America's first extra dry ale. Redtop. Adv. © 6Mar52; KK71115.

Beer promises you no bloated after-effect. Redtop. Adv. from the Indianapolis news, June 19, 1952, p. 14. © 19Jun52; KK74892.

Columbia's verdict is in, this is it. America's first extra dry ale. Redtop. Adv. from the Columbia record, Columbia, S. C., Mar. 13, 1952, p. 4. © 13Mar52; KK71302.

Redtop, America's first extra dry ale. Contents 12 fluid ounces. Label. © 1Feb51; KK70226.

REED MANUFACTURING COMPANY.

Chef's Spud-Saver. (Preparation for the prevention of discoloration of potatoes) Label. © Gordon Reed Roof, d.b.a. Reed Manufacturing Co.; 28Dec51; KK69752.

REFLECTOR-HARDWARE CORPORATION ©.

Store planning kit for Spacemaster equipment. (Store equipment) Folder. Appl. author: Robert Charles Quick. © 4Jan52 (in notice: 1951); KK74103.

REGAL PRESCRIPTION SERVICE.

Regal Prescription Service plan. Purpose: a plan whereby subscribers to the plan receive medicine ... Never before such an offer. 3 sheets. © Milton H. Feldman, t.a. Regal Prescription Service; 20Dec51; KK69540.

REGENT PRODUCTS.

French poodle-cut permanent. Hi-speed fixative. (Permanent wave solutions) Label. Appl. author: Ruth Wardlaw. © Arnold L. Lewis, d.b.a. Regent Products; 18Jan52; KK70465.

REID, DAVID W. Jr.

Elsie brand ice cream on-a-stick. KK72623. SEE Borden Company.

REID, PATRICIA.

For personal hygiene. KK70620. SEE Du-Urn, inc.

REIDL AND FREED.

Amazing germ killing hand soap. KK72808. SEE Sanitary Soap Company.

Antiseptic Lanelle powdered hand soap with lanolin plus. KK72194. SEE Sanitary Soap Company.

REINHARDT, EVELYN S.

Overseas with Hercules. KK72036 ... SEE Hercules Powder Company.

REINHART, CATHERINE.

Funny Faces, a playbook of comic disguises. KK69912. SEE Reinhart, Robert.

REINHART, ROBERT ©.

Funny Faces, a playbook of comic disguises. Label. Appl. authors: Robert and Catherine Reinhart. © 23Dec50; KK69912.

REISS, HAROLD.

Gemextra. An idea guide for extra profits. KK68844 ... SEE Gemex Company.

RELAG, LAWRENCE.

Be tuna smart, be tuna sure. KK71282. SEE Van Camp Sea Food Company, inc.

Our little Chicken of the Sea gives you tuna filets. KK71738. SEE Van Camp Sea Food Company, inc.

REMBRANDT STUDIO ©.

You may be lucky! You will be surprised how easy it is to win a large beautiful portrait photograph ... (Photography) Sheet. Appl. author: Henry Stern. © 1Apr52; KK72887.

REM-CRU TITANIUM, INC. ©.

Season's greetings. Titanium, the middleweight champion of the structural metals. Folder. Appl. author: Walter Leonard Finlay. © 14Dec51; KK69476.

REMINGTON (WM. B.) INC.

Fibremaster, Master Jordan; Midget. KK74673. SEE Jones (E. D.) and Sons Company.

Grako Sprazon belt dressing. KK74671 ... SEE Graton and Knight Company.

RENAULT (L. N.) AND SONS, INC. ©.

Renault sampler. Happy holiday. (Wine) Label. © 27Dec51; KK69501.

Renault sampler. Salud. (Wine) Label. © 27Dec51; KK69502.

RENDELL, HARRY, JR. ©.

48: 24 recipe napkins, 12 how to serve coasters, 12 high style napkins. Label. © 27Feb52; KK71255.

RENNER ADVERTISERS.

A-MP controlled wire terminations for aircraft. KK71599. SEE Aircraft-Marine Products, inc.

A-MP quality control. KK71807. SEE Aircraft-Marine Products, inc.

A-MP solderless terminals and connectors for shipboard watertight wiring. KK71902. SEE Aircraft-Marine Products, inc.

Electrical catalog. A-MP solderless terminals, connectors and tools. KK71598. SEE Aircraft-Marine Products, inc.

For the mass-producer of electrically-wired products, A-MP. KK71597. SEE Aircraft-Marine Products, inc.

Light weight, high speed A-MP pneumatic hand tools. KK71809. SEE Aircraft-Marine Products, inc.

Serving the power industry. KK71808. SEE Aircraft-Marine Products, inc.

REO MOTORS, INC. ©.

It says look to Reo for engineering achievement. History is being made every day by profit-wise truckers ... Adv. from the Saturday evening post, Apr. 12, 1952, p. 149. Appl. author: William Hart Adler, inc. © 12Apr52; KK72388.

REPPLIER, BANNING.

Gilbert toys. KK69995. SEE Gilbert (A. C.) Company.

REPUBLIC MOLDING CORPORATION ©.

Adult sales with Republic's Polly Flex baby set. (Food containers) Sheet. Appl. author: Leo Wolf. © 15Jan52; KK71346.

Distinctive beauty in plastics by Republic. A canister set of 4 pieces designed to provide beauty ... Sheet. Appl. author: Leo Wolf. © 15Jan52; KK71342.

Fresh food always, when stored in Polly-Flex products. (Food containers) Adv. from Quick frozen foods, Sept. 1951, p. 6. Appl. author: Leo Wolf. © 14Sep51; KK71432.

Republic Polly-Flex all-flexible canisters. A fast moving item. Sheet. Appl. author: Leo Wolf. © 20Sep51; KK71345.

Republic Polly-Flex decanters. Fastest moving juice container on the market. Sheet. Appl. author: Leo Wolf. © 20Sep51; KK71344.

Republic's Polly Flex tumblers. (Food containers) Sheet. Appl. author: Leo Wolf. © 30Jan52; KK71343.

This is your door opener for bigger profits. (Food containers) Folder. Appl. author: Leo Wolf. © 15Mar52; KK74672.

RESISTOL HATS, INC. ©.

Window hat display, instructions for use minute display. (Men's hats) Label. © 8Apr52; KK73818.

REVERE ELECTRIC MANUFACTURING COMPANY ©.

Lighting makes service stations inviting. Revere no. 1700 series horizontal fluorescent luminaires. Sheet. Appl. author: R. J. Skala Co. © 21Apr52; KK72797.

REVLON PRODUCTS CORPORATION ©.

Now, the fabulous flattery of candle-light captured in a face makeup. Revlon's Touch-and-Glow new liquid makeup made with skin-softening Lanolite. (Cosmetics) Adv. from Mademoiselle, Sept. 1951. Appl. author: William H. Weintraub & Co., inc. © 20Aug51; KK71295.

On lips and matching fingertips, color makes the fabulous difference; Revlon makes the fabulous colors. (Cosmetics) Adv. from Seventeen, Sept. 1951, p. 4 of cover. Appl. William H. Weintraub & Co., inc. © 1Sep51; KK72264.

This is the Fashion Plate look. The flawless face of fashion so easily yours with Revlon's Fashion Plate cream-wafer makeup. (Cosmetics) Adv. from Mademoiselle, Nov. 1951. Appl. author: William H. Weintraub & Co., inc. © 20Oct51; KK72732.

REVOD, INC. ©.

Revods. From AA to EEE. So soft, so smart. (Shoe boxes) Label. © 16Jan52; KK70004.

REXFORD RECORD CORPORATION ©.

The story of America in fun and song for youngsters of all ages. Records of knowledge. (Phonograph records) Folder. © 1Mar52; KK71509.

REXOR CORPORATION.

Exciting! Different! Save-n-SEE with Jingle Dingle new action thrift bank. Label. Appl. author: Seymour Ullman. © The Rexor Corp.; 23Apr52; KK72548.

Sip-n-See action drinking straw. Brand new characters. Helps children drink more milk and orange juice without coaxing! Label. Appl. author: Seymour Ullman. © The Rexor Corp.; 30Apr52; KK72793.

REYNOLDS, CLINTON.

Skill and experience for national defense. KK69299. SEE Steel Heddle Manufacturing Company.

RHEEM MANUFACTURING COMPANY ©.

Just as a submarine is proved on a shakedown cruise, every Rheem automatic water heater is pressure-proved! Adv. from Better homes and gardens, May, 1952, p. 13. Appl. author: Campbell-Ewald Co., inc. © 25Apr52; KK72899.

Our Rheemcote 55-gallon drums are travelling billboards that constantly promote the Penetone name and products! Adv. from Food engineering, May 1952, p. 20. Appl. author: Campbell-Ewald Co., inc. © 9May52; KK73654.

Pressure-proved Rheem announces the biggest, most unusual promotion in water heater history. Adv. from Plumbing and heating journal, Mar. 1952, p. 94-95. Appl. author: Campbell-Ewald Co., inc. © 2Mar52; KK72740.

Rheem is the world's largest maker of automatic water heaters. Every Rheem water heater is pressure-proved. Adv. from the American home, Mar. 1952. Appl. author: Campbell-Ewald Co., inc. © 25Feb52; KK73812.

Sell as you ship with Rheemcote drums.

Rheem. (Large steel shipping containers) Adv. from Food engineering, Apr. 1952, p. 35. Appl. author: Campbell-Ewald Company, inc. © 9Apr52; KK72489.

Sell as you ship with Rheemcote drums. Rheemcote shipping containers are also selling containers. Adv. from Chemical week, Feb. 2, 1952, p. 9. Appl. author: Campbell-Ewald Co., inc. © 30Jan52; KK72756.

Sell as you ship with Rheemcote drums. Rheemcote, the only completely lithographed 55 gallon steel drum. Adv. from Chemical week, Mar. 1, 1952, p. 17. Appl. author: Campbell-Ewald Co., inc. © 27Feb52; KK72755.

You can rely on Rheem automatic water heaters to do more for you and sell more customers, too. Adv. from Plumbing and heating journal, Apr. 1952, p. 19. Appl. author: Campbell-Ewald Co., inc. © 2Apr52; KK73024.

You can rely on Rheem automatic water heaters, to do more for you, and sell more customers too. Adv. from Plumbing & heating journal, May 1952, p. 84. Appl. author: Campbell-Ewald Co., inc. © 2May52; KK73871.

You can rely on Rheem gas-fired warm-air furnaces, the most complete line of central, space, floor, and wall heating units. Adv. from Gas heat, Apr. 1952, p. 9. Appl. author: Campbell-Ewald Company, inc. © 1Apr52; KK72075.

You can rely on Rheem to do more for you and sell more customers, too. (Gas-fired warm air furnaces) Adv. from Gas heat, Mar. 1952, p. 33. Appl. author: Campbell-Ewald Co., inc. © 1Mar52; KK72772.

You can say it again and again. The hottest story in the furnace field. Keep on saying it and see how you sell. Every Rheem gas furnace is fire-tested. Adv. from Gas heat, Feb. 1952, p. 25. Appl. author: Campbell-Ewald Co., inc. © 1Feb52; KK72754.

RICH PLAN CORPORATION.

The Rich Plan, a better way of living. (Food freezer) Folder. Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 28Nov51 (in notice; 1952); KK74195.

The Rich Plan, a better way of living. What it is, and what it does! (Food freezer) Folder. (RP-249) Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 1May52; KK74527.

The Rich Plan, a better way of living. What it is, and what it does! (Food freezer) Folder. (RP-250) Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 1May52; KK74526.

RICHARDS, DAVID H. ©.

Any dummy can learn to drive. AA Easy Method Auto School. Adv. © 10Apr52; KK72616.

RICHARDSON, CHARLES HERBERT.

Anti-slip Columbia A floor wax. KK71068. SEE Columbia Wax Company.

Anti-Slip Columbia AA floor wax. KK71067. SEE Columbia Wax Company.

Columbia furniture polish. KK71073. SEE Columbia Wax Company.

Columbia M floor wax. KK71069. SEE Columbia Wax Company.

Columbia MM floor wax. KK71070. SEE Columbia Wax Company.

Columbia R floor wax. KK71071. SEE Columbia Wax Company.

Columbia RR floor wax. KK71072. SEE Columbia Wax Company.

Multi-use Columbia cleaner. KK71066. SEE Columbia Wax Company.

RICHARDSON, O. C. ©.

Why ache? Why pain? Use Vaso anti-septic ointment. Label. © 14Mar52; KK72008.

RICHIE PREMIUM CORPORATION ©.

It starts tomorrow! Our record-breaking private sale for our preferred customers only. (Dishes, furniture ...) Folder. Appl. author: Sidney M. Brownstein. © 31Jan52; KK72628.

The new Richie "flyer" for smash sales! for new accounts! for store traffic! (Furniture, glassware, etc.) Folder. Appl. author: Sidney M. Brownstein. © 24Mar52; KK72776.

Now more for your money. Preferred customer's private sale. ... 19 pc. Flemish Provincial bake-and-serve set. (Dishes, jewelry ...) Folder. Appl. author: Sidney M. Brownstein. © 31Jan52; KK72629.

Smashing savings for Mother's Day ... Our greatest annual sale of jewelry, diamonds ... (Glassware, silverware etc.) Pamphlet. Appl. author: Sidney M. Brownstein. © 13Feb52; KK73798.

RICHLAND, IRVING.

Nobody can match these sensational values by Shields. KK74328. SEE Shields, inc.

RICHTER, RICHARD E. ©.

Beauty in Plexiglas. Conserve como recuerdo, una fotografia de su esposo, novia, madre é hijo en cristalino y durable Plexiglas. Charmio Plastics. (Plexiglas photo-heart) Sheet. © 15Dec51; KK71690.

Beauty in Plexiglas. Keep snapshots of your sweetheart, mother, wife or baby in crystal clear, lifetime Plexiglas. Charmio Plastics. (Plexiglas photo-heart) Sheet. © 15Dec51; KK71689.

RIDGWAY COMPANY, INC.

Decorator-type colors at budget prices. KK72999. SEE Phelan-Faust Paint Manufacturing Company.

It's no wonder dealers say Phelan's Savoy Satin the satin-lustre enamel means business! KK73971. SEE Phelan-Faust Paint Manufacturing Company.

It's weather tested! Phelan's one-two house painting system. KK73906. SEE Phelan-Faust Paint Manufacturing Company.

Now! A beautiful, scrubbable, all-in-one-day finish for walls and woodwork. KK70017. SEE Phelan-Faust Paint Manufacturing Company.

Phelan's Savoy Mix-Quik colors for simple, mixable, matchable color magic. KK69616. SEE Phelan-Faust Paint Manufacturing Company.

Take your pick. KK73000. SEE Phelan-Faust Paint Manufacturing Company.

RIDGWAY LITHOGRAPH COMPANY.

Salmon seasoned with salt. KK72660. SEE Whitney and Company.

RIEDER, FRANK S.

Plibrico refractory products. KK71253. SEE Plibrico Jointless Firebrick Company.

RIEDER, FRANK S. Cont'd.

Specifications for boiler settings. KK70823. SEE Pliabrico Jointless Firebrick Company.

RIGALI, PAUL.

Daptrato art bulletin no. 223. KK70170. SEE Daptrato Statuary Company.

RILCO LAMINATED PRODUCTS, INC. ©.

Meet the man in charge of glue for Rilco. Glued-laminated rafters, arches and trusses for better farm buildings, churches and commercial buildings. Folder. Appl. author: Alfred Colle Co. © 1Mar52; KK72866.

Meet the man in charge of stress and strain for Rilco. Glued-laminated rafters, arches and trusses for better farm buildings, churches and commercial buildings. Folder. Appl. author: Alfred Colle Co. © 1Mar52; KK72864.

Meet the man in charge of wood for Rilco. Glued-laminated rafters, arches and trusses for better farm buildings, churches and commercial buildings. Folder. Appl. author: Alfred Colle Co. © 1Mar52; KK72865.

RILLING DERMETICS COMPANY ©.

Screen out the burning band of the sun, tan with Dermetics Sun Sports lotion, 4 oz. bottle. Folder. Appl. author: Dorothy Morrison. © 24Apr52; KK72785.

What a wonderful feeling, growing beautiful with Dermetics. (Toilet preparations) Sheet. Appl. author: Dorothy Morrison. © 24Apr52; KK72784.

RIPON KNITTING WORKS ©.

America's most comfortable footwear genuine Ripons - are a family affair. Folder. Appl. author: C. Clifford DeWees. © 28Mar52; KK73319.

And Ripons too. Genuine Ripons in authentic indian designs from the heart of indian country. (Footwear) Folder. Appl. author: C. Clifford DeWees. © 11Apr52; KK72451.

Slipperette by Ripon for boudoir and travel. Folder. Appl. author: Robert G. Rashid. © 2May52; KK73318.

RISSMAN, GERALD.

Destroys roaches and ants. KK70935. SEE D-Con Company, inc.

RIT PRODUCTS CORPORATION ©.

How to make Rit nylon flowers. Fun, grand for gifts and easy. (Tints and dyes) Folder. Appl. author: Earle Ludgin & Co. © 2Apr52; KK72276.

RITTER (P. J.) COMPANY.

Ritter's 2 catsups are the makings of rave-dishes. Adv. from Family circle, Sept. 1951, p. 93. Appl. author: Lamb & Keen, inc. © The P. J. Ritter Co.; 15Sep51; KK69781.

RITTERMAL, John Earl, owner, Laverne Printing Company. SEE Laverne Printing Company.

RIVIERA CLUB, INC. ©.

Riviera Kitchen blue cheese salad dressing. Contents 8 fluid ozs. Label. © 1Nov51; KK69003.

ROBBIN, MEYER.

Action sale. Ladies' and men's gold rings. KK71396. SEE Robbin Products.

Big 8 inch tilt arbor all metal bench saw. KK71010. SEE Robbin Products.

Boatload purchase. Imported Sheffield steel 16 inch lawn mower. KK71406. SEE Robbin Products.

Carload purchase sale. KK72254. SEE Robbin Products.

Chrome finish combination waffle iron & electric grill. KK71404. SEE Robbin Products.

50th anniversary de luxe set. Waterless triple thick aluminum. KK71400. SEE Robbin Products.

50°/° off. Rhinestone 17 jewel covered watches. KK71398. SEE Robbin Products.

50°/° off. Rhinestone watches. KK71392. SEE Robbin Products.

Folding table of 1,001 uses! KK74920. SEE Robbin Products.

40 pc. Cannon sheet & towel ensemble. KK74383. SEE Robbin Products.

43 piece all-purpose electric Fairchild deluxe drill & saw power tool set. KK72668. SEE Robbin Products.

4 in 1 all purpose deluxe Stak-o-Seats. KK72667. SEE Robbin Products.

Free 10 day watch trial. KK72253. SEE Robbin Products.

Haircuts only 1¢ each. Complete barber set, Robbin electric de luxe model, hair clipper including instruction book and tapering comb. KK74919. SEE Robbin Products.

Half price sale. 53 piece Sun Valley dinnerware. KK72669. SEE Robbin Products.

Jumbo, high wall, 3 ring wading pool. KK71393. SEE Robbin Products.

Lazy Susan table. KK74377. SEE Merchandise Selectors, inc.

Look what \$9.95 will buy. KK72252. SEE Robbin Products.

106 pieces dinnerware. KK71399. SEE Robbin Products.

1/3 off. Hollow glass rod salt water fishing outfit. KK71394. SEE Robbin Products.

1/3 off. Sheffield steel imported precision lawn mower. KK71391. SEE Robbin Products.

One week only, while they last. Save half. KK71405. SEE Robbin Products.

Save \$100. All metal electric spray gun. KK71401. SEE Robbin Products.

Save the high cost of haircuts. KK71606. SEE Merchandise Selectors, inc.

Scoop, save 1/3 on this complete professional set. KK71395. SEE Robbin Products.

Special introductory offer: new magnus chromatic Master Music accordion. KK72671. SEE Robbin Products.

Special purchase, worth 3 times as much. Panther planter lamp. KK71407. SEE Robbin Products.

10 day free home trial. The new Vita-Tan sun tan. KK71403. SEE Robbin Products.

10 day free trial on this Sessions Mastercrafters replica. KK71402. SEE Robbin Products.

3 sets for 1 price. Complete china-ware sets. KK72666. SEE Robbin Products.

Tool Guild selection, power tools. KK72672. SEE Robbin Products.

Use it, abuse it, this watch can take it. KK71397. SEE Robbin Products.

We give you \$8.00 toward your vacation ... Bedown sleeping bag. KK72670. SEE Robbin Products.

ROBBIN PRODUCTS ©.

Action sale. Ladies' and men's gold rings. Sheet. Appl. author: Meyer Robbin. © 23Feb52; KK71396.

Big 8 inch tilt arbor all metal bench saw. Blade & guard included. Sheet. Appl. author: Meyer Robbin. © 18Jan52; KK71010.

Boatload purchase. Imported Sheffield steel 16 inch lawn mower. Sheet. Appl. author: Meyer Robbin. © 12Feb52; KK71406.

Carload purchase sale. Not 1, not 2, but 3 deep pile rugs. Sheet. Appl. author: Meyer Robbin. © 27Mar52; KK72254.

Chrome finish combination waffle iron & electric grill. Sheet. Appl. author: Meyer Robbin. © 18Jan52; KK71404.

50th anniversary de luxe set. Waterless triple thick aluminum cookware. Sheet. Appl. author: Meyer Robbin. © 18Jan52; KK71400.

50°/° off. Rhinestone 17 jewel covered watches. Sheet. Appl. author: Meyer Robbin. © 11Sep51; KK71398.

50°/° off. Rhinestone watches. Matching necklace and earrings in jewel treasure box included. Sheet. Appl. author: Meyer Robbin. © 6Dec51; KK71392.

Folding table of 1,001 uses! Sheet. Appl. author: Meyer Robbin. © 12Jun52; KK74920.

40 pc. Cannon sheet & towel ensemble. Sheet. Appl. author: Meyer Robbin. © 22May52; KK74383.

43 piece all-purpose electric Fairchild deluxe drill & saw power tool set. Sheet. Appl. author: Meyer Robbin. © 18Apr52; KK72668.

4 in 1 all purpose deluxe Stak-o-Seats. (Hassocks) Sheet. Appl. author: Meyer Robbin. © 4Apr52; KK72667.

Free 10 day watch trial. New dust resistant 17 jewel Ruff & Tuff watches. Sheet. Appl. author: Meyer Robbin. © 27Mar52; KK72253.

Haircuts only 1¢ each. Complete barber set, Robbin electric de luxe model, hair clipper including instruction book and tapering comb. Sheet. Appl. author: Meyer Robbin. © 4Jun52; KK74919.

Half price sale. 53 piece Sun Valley dinnerware. Sheet. Appl. author: Meyer Robbin. © 10Apr52; KK72669.

Jumbo, high wall, 3 ring wading pool and portable shower. Sheet. Appl. author: Meyer Robbin. © 12Feb52; KK71393.

Look what \$9.95 will buy! (Lamps, cameras, hair clippers, etc.) Sheet. Appl. author: Meyer Robbin. © 2Jan52; KK72252.

106 pieces dinnerware. 2 complete sets. Sheet. Appl. author: Meyer Robbin. © 20Feb52; KK71399.

1/3 off. Hollow glass rod salt water fishing outfit. Sheet. Appl. author: Meyer Robbin. © 20Feb52; KK71394.

1/3 off. Sheffield steel imported precision lawn mower. Sheet. Appl. author: Meyer Robbin. © 12Feb52; KK71391.

One week only, while they last. Save half. All-purpose steel & hardwood rubber tired wheelbarrow. Sheet. Appl. author: Meyer Robbin. © 14Jan52; KK71405.

Save \$100. All metal electric spray gun. Sheet. KK71401. © 18Jan52; KK71401.

ROBBIN PRODUCTS ©. Cont'd.

Scoop, save 1/3 on this complete professional set. Glass rod fishing outfit. Sheet. Appl. author: Meyer Robbin. © 12Feb52; KK71395.

Special introductory offer: new magnus chromatic Master Music accordion. Sheet. Appl. author: Meyer Robbin. © 4Apr52; KK72671.

Special purchase, worth 3 times as much. Panther planter lamp. Sheet. Appl. author: Meyer Robbin. © 27Feb52; KK71407.

10 day free home trial. The new Vita-Tan sun tan, 2 in 1 sun & heat lamp. Sheet. Appl. author: Meyer Robbin. © 2Jan52; KK71403.

10 day free trial on this Sessions Mastercrafters replica of famous imported anniversary clock. Sheet. Appl. author: Meyer Robbin. © 6Dec51; KK71402.

3 sets for 1 price. Complete china-ware sets. Sheet. Appl. author: Meyer Robbin. © 4Apr52; KK72666.

Tool Guild selection, power tools. (Electric tools) Sheet. Appl. author: Meyer Robbin. © 21Apr52; KK72672.

Use it, abuse it, this watch can take it. 17 jewel Ruff & Tuff watch. Sheet. Appl. author: Meyer Robbin. © 23Jan52; KK71397.

We give you \$8.00 toward your vacation ... Bedown sleeping bag. Sheet. Appl. author: Meyer Robbin. © 23Apr52; KK72670.

ROBBINS FLOORING COMPANY ©.

Millions walk daily on Robbins flooring. It defies wear and tear! Folder. Appl. author: Wesley Aves & Associates, inc. © 28Apr52; KK72787.

ROBERSON, JAMES D.

Micro-processed springs. KK71109. SEE Instrument Specialties Company, inc.

Standard folded type high frequency contact rings of Beryllium copper. KK70703. SEE Instrument Specialties Company.

ROBERTS, KENNETH L.

Announcing a major design change, in the Type 50-A rig to incorporate an "Airflex inertia brake". KK70135. SEE National Supply Company.

Ideal electric steel products, from melting furnace to finished product. KK70220. SEE National Supply Company.

ROBERTS, MARY HARDIN.

Large or small, it's the finest gift of all. KK69800. SEE Gorman Company.

ROBERTS AND REIMERS, INC.

Guard your scalp as you guard your complexion. KK72515. SEE Glover (H. Clay) Company, inc.

ROBINSON, PAUL D.

Alphabet color and printing set. KK71159. SEE Frost Toy Company.

Instructions. This set has been carefully designed to teach. KK71158. SEE Frost Toy Company.

ROBINSON, WILMOT J.

Cocktail set. Eight cocktail napkins hand printed on pure Irish linen. KK73212. SEE Leacock & Company, inc.

ROBINSON MANUFACTURING COMPANY ©.

Nylons by Evergreen. (Hosiery) Label. Appl. author: Package Products Company. © 7Dec51; KK69249.

ROBINSON SYRUP AND CANNING COMPANY.

Honee Sweet brand syrup. A high grade quality syrup with plenty of energy building ingredients. Net wt. 4 lbs. Label. © Robinson Syrup Co., inc., d.b.a. Robinson Syrup & Canning Co.; 29Feb52; KK72038.

ROBINSON Syrup Company, inc., d.b.a. Robinson Syrup and Canning Company. SEE Robinson Syrup and Canning Company.

ROBITSCHKE, PAUL.

MPS 500 stabilizer systems, technical report No. R-5142. KK74141. SEE Hooker Electrochemical Company.

ROBLES, HAROLD.

Nylons, fashion-classic. KK73736. SEE Robles Transparent Products Corporation.

ROBLES TRANSPARENT PRODUCTS CORPORATION ©.

Nylons, fashion-classic. Made of Du Pont Nylon. (Hosiery cellophane bags) Label. Appl. author: Harold Robles. © 4Jan52; KK73736.

ROCKETT, C. H.

Clothes don't make the man but a proper uniform does something for him ... Rocketbilt. KK72901. SEE Memphis Uniform Company.

ROCKMORE COMPANY.

Fashion-show flats. If the shoe fits, it's a Lucky Stride. KK71963. SEE Lucky Stride Shoes, inc.

ROCKWELL MANUFACTURING COMPANY ©.

Automatic control systems. Rockwell "015" regulators. 15 p. © 12Jun52; KK74584.

RODEO DOUGH ENTERPRISES.

1 Rodeo Dough, good in trade at the ... (Children's toys) Sheet. © Wayne B. Berkley, d.b.a. Rodeo Dough Enterprises; 15Nov51; KK69050.

ROEDEL, HAROLD.

Frankenmuth lager beer. KK72297. SEE Geyer Brothers Brewing Company.

ROGERS, HERBERT A.

At last, a highly satisfactory Rodent-Repellent treated bag. KK73664. SEE Fulton Bag and Cotton Mills.

ROGERS AND HUBBARD COMPANY.

Gardener's handbook. Gro-Fast fertilizer products and Hubbard insecticides. 24 p. Appl. author: Arthur F. Kingsbury, Jr. © The Rogers & Hubbard Co.; 28Nov51; KK69594.

So good for flowers, Gro-Fast fertilizers. Flower planting chart inside. Hubbard, famous for fine fertilizers since 1878. Folder. Appl. author: Arthur F. Kingsbury, Jr. © The Rogers & Hubbard Co.; 29Dec51; KK68772.

ROIZEN, MANUS.

Automatic and manual control Fan-Glo Heetaires ... KK74859. SEE Markel Electric Products, inc.

Before you open this folder, take your pencil and check mark any one of these figures. KK74865. SEE Morrison Steel Products, inc.

For added listening enjoyment with your Markel playmaster we offer a full range pick-up and piano-tone full range photo pick-up. KK73315. SEE Markel Electric Products, inc.

For little guys with big ideas. KK72615. SEE Inland Manufacturing Corporation.

Here's the best beverage salesman in the business. KK68732. SEE Jewett Refrigerator Company, inc.

Morrison Roly-Door installation instructions. KK70827. SEE Morrison Steel Products, inc.

Now, new, the low cost Wells automatic electric heater. KK74858. SEE Wells Products, inc.

Now, there's a 16' x 7' Morrison Roly-Door. KK69459. SEE Morrison Steel Products, inc.

Roly-Door installation instructions. KK72612. SEE Morrison Steel Products, inc.

Sil-Ex black metal stream line washer. KK71083. SEE Gross Machinery Company, inc.

36" Grossair open-end tumbler. KK74666. SEE Gross Machinery Company, inc.

This is the story of Morrison. KK69458. SEE Morrison Steel Products, inc.

ROLFE, JOHN.

Beatrice Cooke's fruit cottage cheese stacks. KK69495. SEE Beatrice Foods Company.

ROMA WINE COMPANY.

Roma, America's largest selling wine because it tastes better. Roma, now more than ever your best wine buy. Adv. from Collier's, Feb. 9, 1952, p. 61. Appl. author: Foote, Cone & Belding. © Schenley Industries, inc., also d.b.a. Roma Wine Co.; 9Feb52; KK71026.

Roma, America's largest selling wine because it tastes better. Roma, your best wine buy. Adv. from San Francisco call-bulletin, Feb. 5, 1952, p. 2. Appl. author: Foote, Cone & Belding. © Schenley Industries, inc., also d.b.a. Roma Wine Co.; 5Feb52; KK71025.

Roma is America's largest selling wine ... Roma America's best selling wine ... Adv. from Beverage media, Dec. 1951, Oxford section-15. Appl. author: Foote, Cone & Belding. © Schenley Industries, inc., d.b.a. Roma Wine Co.; 1Dec51; KK74277.

ROMER, MAURICE H.

American Flyer instruction book for operating and assembling 3/16" scale trains and accessories. KK74350. SEE Gilbert (A. C.) Company.

RONK, SAMUEL O.

The only kind of proof that counts. KK74539. SEE Beaute Vues Corporation.

RONRICO CORPORATION ©.

He can't get it fast enough! Ronrico. (Rum) Adv. from Esquire, May 1952, p. 133. © 9Apr52; KK74336.

He moves almost as fast as Ronrico. To speed up your sales too, remember in rum it's Ronrico. Adv. from Beverage market guide, Apr. 1952, p. 41. © 1Apr52; KK74031.

He needs four arms since Ronrico's new ad campaign started! And here's why: (Rum) Folder. © 9Apr52; KK74343.

June's the month of weddings! For the perfect bride's bowl use Ronrico. (Rum) Adv. from Life, May 26, 1952, p. 100. © 23May52; KK74340.

Pssst! Ronrico is on the right! Remember in rum it's Ronrico! Adv. from Life, Mar. 24, 1952, p. 102. © 21Mar52; KK74334.

RONRICO CORPORATION ©. Cont'd.

Really Mr. Morrier! Do you think I'd serve up anything but Ronrico.
(Rum) Adv. from New Yorker, Mar. 1, 1952, p. 89. © 27Feb52; KK74341.

Remember in rum it's Ronrico! Best rum bar none. Adv. from Collier's, Apr. 26, 1952, p. 56. © 18Apr52; KK74339.

Remember in rum it's Ronrico! Best rum bar none. Adv. from New Yorker, May 3, 1952, p. 78. © 1May52; KK74337.

Remember, in rum it's Ronrico. Best rum bar none. Poster. © 17Mar52; KK72858.

Rum, Ronrico. Sticker. © 18Apr52; KK74344.

She doesn't have a friend but she's got Ronrico for you! (Rum) Adv. from Look, May 6, 1952, p. 97. © 22Apr52; KK74338.

Smile! Pretend you're drinking Ronrico. That's it! (Rum) Adv. from Newsweek, May 19, 1952, p. 112. © 15May52; KK74335.

What're you using for bait? Remember in rum it's Ronrico. Best rum bar none. Adv. from Holiday, June 1952, p. 153. © 21May52; KK74030.

RONSHEIM, NELSON.

Winkies, the soft-lite shields for your headlights. KK72294. SEE Peters and Russell, inc.

ROOF, Gordon Reed, d.b.a. Reed Manufacturing Company. SEE Reed Manufacturing Company.

ROOSE, GARLAND HAROLD.

Permanent Brakes. Here's how. The objective of the Permanent Brakes invention is to keep harmful dust and grit constantly eliminated from brake drums. KK68799. SEE Permanent Brakes Company.

ROOT MANUFACTURING COMPANY ©.

Get the crop. Save work, save time, save dust with root dusters. Root power dusters. Adv. from Country gentleman, May 1951, p. 47. Appl. author: R. W. Merritt. © 25Apr51; KK69567.

ROOTIE KAZOOTIE, INC. ©.

To manufacturers of children's products, licenses now available for Rootie Kazootie and his pals. Television's most captivating personalities loved by millions of children. Adv. from the New York times, Apr. 14, 1952, p. 40. Appl. author: Arnold Cohan. © 14Apr52; KK72631.

ROSALIN, BELLE.

For a more beautiful you. KK70576. SEE Bailey Specialties, inc.

ROSE, CHARLES EDSON.

Significantly timed for good and gracious living. KK70503. SEE Elron Company.

ROSE-DERRY COMPANY ©.

A firm foundation for good sleeping posture. Posturized Kantwet innerspring crib mattress. Adv. from Ladies' home journal, Feb. 1952, p. 140. Appl. author: Oscar Bresnick. © 28Jan52; KK69714.

Good crib posture is so important. Kantwet's exclusive dorsal pad gives firmer back support. (Crib mattresses) Adv. from Ladies' home journal, Apr. 1952, p. 34. Appl. author: Oscar Bresnick. © 27Mar52; KK71742.

Only Kantwet has this built-in sales clincher. Posturized Kantwet innerspring crib mattress. Adv. from Juvenile merchandising, Feb. 1952, p. 17. Appl. author: Oscar Bresnick. © 12Feb52; KK70444.

Puts backbone in crib mattress sales. Only Kantwet has the dorsal pad for good crib posture. Adv. from Juvenile merchandising, Apr. 1952, p. 22. Appl. author: Oscar Bresnick. © 7Apr52; KK72270.

You've got me sold. Only Kantwet has the dorsal pad for good crib posture. (Crib mattresses) Adv. from Infants' and children's review, Mar. 1952, p. 78. Appl. author: Oscar Bresnick. © 3Mar52; KK70949.

ROSENBLATT, SOL.

Honored with the Fashion Academy Award for superior design and exceptional fashion styling. KK70378. SEE Rosenblatt and Kahn, inc.

ROSENBLATT AND KAHN, INC. ©.

Honored with the Fashion Academy Award for superior design and exceptional fashion styling. (Children's coats) Adv. from Life magazine, Sept. 1951, p. 117. Appl. author: Sol Rosenblatt. © 3Sep51; KK70378.

ROSENFELD UNIFORM COMPANY ©.

1902-1952. Army uniforms, officers and enlisted personnel, guaranteed regulation. Insignia, accessories. For regulation uniforms that are sure to please ... Pamphlet. Appl. author: John Clark Jones, III. © 17Nov51; KK68856.

ROSENSTEIN, MAX.

Prostheses and instruments technique Drs. J. & R. Judet for femur and humerus. KK70384. SEE American Ossacryl Company.

ROSS, ART ©.

Checkers. Board & checkers complete. Label. © 11Nov51; KK70740.

ROSS (J. O.) ENGINEERING CORPORATION ©.

Ross air systems for the textile industry. Heating, ventilating, drying, cooling, conditioning. Bulletin 30. 18 p. Appl. author: H. G. Rappolt. © 28Dec51; KK69534.

ROSS, NORMAN WILLIS ©.

Mar-No-Mor-Books. This card is a simple device to discourage people from marrying, marking personal and public library books ... Card. Appl. author: Joseph J. Vollaro. © 7Apr52; KK72257.

ROSS HEATER AND MANUFACTURING COMPANY, INC. ©.

Type BCF exchangers cooper and copper alloy throughout. Ross. Bulletin 1. 1K5. 11 p. © 14Mar52; KK74351.

ROSS-ROY-FOGARTY, INC.

Any man with almost any kind of machine. KK71635. SEE Babson Brothers Company.

If a cow's worth milking, she's worth milking right. KK71634. SEE Babson Brothers Company.

Let's get the cows up off the floor. KK71633. SEE Babson Brothers Company.

Protect your cows, protect your milk check. KK71632. SEE Babson Brothers Company.

ROSS-WHITNEY CORPORATION ©.

Femm-Eez. 50 tablets. (Harmless drug) Label. © 14Feb52; KK70466.

ROSSIN, DONALD F.

Flexi-List service roll. KK69008. SEE Flexi-Products Company.

Flexi-Pocket, the visible lister of 1,000 uses. KK69009. SEE Flexi-Products Company.

ROTH, ANDREW.

Miller-Hoff Parlor Frame Co., inc., designers and manufacturers of fine furniture frames. KK68748 ... SEE Miller-Hoff Parlor Frame Company, inc.

ROTH, Emil, Jr., d.b.a. Paramount Features. SEE Paramount Features.

ROTHBARDT (A. MARTIN) INC.

Now exclusive tension-free support answers your mattress question. KK70904. SEE Serta Associates, inc.

ROTHMAN, MARTIN J.

Paragon Needlecraft adds color magic to your home. KK69320. SEE Paragon Art and Linen Company, inc.

ROUSH, ANN.

The sky at your feet. Capezio is the sand that ripples before the wind ... KK73518. SEE Capezio, inc.

ROUTA, ROBERT F.

Ramset fastening system. KK72743. SEE Ramset Fasteners, inc.

ROUX DISTRIBUTING COMPANY, INC. ©.

How to apply Roux lash & brow tint. (Cosmetics) Folder. Appl. author: George Kremer, Jr. © 3Dec51; KK68920.

How to apply Roux oil bleach. (Cosmetics) 15 p. Appl. author: George Kremer, Jr. © 3Dec51; KK68921.

How to apply Roux rinse. Roux beauty aids. Folder. Appl. author: George Kremer, Jr. © 14Dec51; KK69270.

ROX PRODUCTS COMPANY.

Authorized dealer: Rox masonry paint ... Hasn't leaked yet. Poster. © Henry W. Cairns, d.b.a. Rox Products Co.; 10Mar52; KK71199.

It's raining buckets of cash profits for you because Rox masonry paint hasn't leaked yet. Folder. © Henry W. Cairns, d.b.a. Rox Products Co.; 11Feb52; KK71384.

Rox cement paint for masonry. Hasn't leaked yet. Poster. © Henry W. Cairns, d.b.a. Rox Products Co.; 19Nov51; KK69004.

Rox masonry paint protects, beautifies, stops water. Label. © Henry W. Cairns, d.b.a. Rox Products Co.; 14Jan52; KK71378.

Rox masonry paint protects, beautifies, stops water ... Label. Appl. author: Clark-Rickerd, inc. © Henry W. Cairns, d.b.a. Rox Products Co.; 25Apr52; KK73332.

ROYAL TYPEWRITER COMPANY, INC. ©.

Value Roytype ribbons. Label. © 28Jan52; KK70079.

Vertex Roytype ribbons. Label. © 28Jan52; KK70080.

Vogue Roytype ribbons. Label. © 28Jan52; KK70078.

Your new Royal. (Typewriter) 23 cl. p. © 4Jun52; KK74675.

RUBEN, Zorro D., d.b.a. Steelgrip Plastics. SEE Steelgrip Plastics.

RUBENS, David and George J. Rubens, d.b.a. Coverite Company. SEE Coverite Company.

RUBENS, George J. and David Rubens, d.b.a. Coverite Company. SEE Coverite Company.

RUBEROID COMPANY.

Genuine Ruberoid crawl space cover and concrete slab waterproofing. Label. Appl. author: Miles V. Engelbach. © The Ruberoid Co.; 11Feb52; KK70225.

RUBINSTEIN (HELENA) INC. ©.

Color your hair at home with Helena Rubinstein's amazing new hair cosmetics. Adv. from the Philadelphia inquirer, May 4, 1952, p. 16. © 4May52; KK73955.

Don't let summer age your skin.

(Cosmetics) Adv. from Minneapolis Sunday tribune, June 15, 1952, p. 18, magazine section. © 15Jun52; KK74602.

Helena Rubinstein creates new fashion shades, in Stay-Long. The creamy indelible lipstick ... Adv. from Harper's bazaar, May 1952, p. 30. © 2May52; KK73907.

Helena Rubinstein creates new lip and nail colors in Stay-Long. Adv. from the Sunday bulletin, May 11, 1952, p. 10. © 11May52; KK73952.

Helena Rubinstein creates Stay-Long, the creamy indelible lipstick that stays luscious and color-perfect all day long. Adv. from the Atlanta journal and the Atlanta constitution, Mar. 9, 1952, p. 15. © 9Mar52; KK72255.

Helena Rubinstein presents 38 brilliant new Christmas gifts priced from 1.00 to 5.75. They include ... Helena Rubinstein perfumes, colognes and other pretty treasures ... Adv. from Buffalo courier express, Dec. 9, 1951, p. 17B. © 9Dec51; KK68773.

How aging or dry skin can achieve a moist, young look. Pasteurized night cream. (Cosmetics) Adv. from Miami daily news, Miami, Fla., Mar. 16, 1952, p. 26. © 16Mar52; KK71802.

How long can a woman look young? Save \$2.50 on Helena Rubinstein's estrogenic hormone offer. (Cosmetics) Adv. from the Sunday sun, Baltimore, Jan. 6, 1952, p. 2. © 6Jan52; KK69901.

How to lift, firm and tighten aging contours, by Helena Rubinstein. I am at last able to announce my newest beauty miracle, Contour-Lift Film. Adv. from Boston herald, Apr. 20, 1952, p. 37. © 20Apr52; KK73951.

How to look younger, by Helena Rubinstein. Today no woman need look her true age. (Cosmetics) Adv. from Boston Sunday herald, May 25, 1952, p. 29. © 25May52; KK73979.

How to tighten, lift and firm age betraying areas, by Helena Rubinstein. (Cosmetics) Adv. from the Detroit news, June 8, 1952, p. 26. © 8Jun52; KK74804.

Magnolias, moonlight and magic concentrated in a romantic new fragrance White Magnolia by Helena Rubinstein. (Cosmetics) Adv. from the Dallas morning news, Apr. 6, 1952, p. 8. © 6Apr52; KK73954.

A new, easy way to look years younger. At last there is a totally new, and exceptionally easy-way for you to look years younger! (Cosmetics) Adv. from the Charlotte observer, May 4, 1952, p. 28. © 4May52; KK73908.

New way to look years younger, by Helena Rubinstein. The secret is out! After years of research I am now proud to introduce Contour-Lift Film. (Cosmetics) Adv. from the Detroit news, Apr. 6, 1952, p. 29. © 6Apr52; KK73953.

Revolution in make-up. Helena Rubinstein creates different make-up for every type of skin. Adv. from Cleveland plain dealer, Jan. 13, 1952, p. 20. © 13Jan52; KK69648.

Wash your hair with color. (Cosmetics) Adv. from Los Angeles times, June 8, 1952, p. 8, pt. 1A. © 8Jun52; KK74601.

Why millions of women love Helena Rubinstein's Stay-Long. The creamy indelible lipstick ... Adv. from the Columbus dispatch, Apr. 20, 1952, p. 12. © 20Apr52; KK73909.

A younger, more youthful look for aging or dry skin. Pasteurized night cream. (Cosmetics) Adv. from the Detroit news, Mar. 23, 1952, p. 21. © 23Mar52; KK71801.

RUCHTI, ROBERT R.

25th anniversary, 1925-1950. Ruchti Bros. baby beef. KK69591. SEE Ruchti Brothers Packing Company.

RUCHTI BROTHERS PACKING COMPANY ©.

25th anniversary, 1925-1950. Ruchti Bros. baby beef. Pamphlet. Appl. author: Robert R. Ruchti. © 15Nov51; KK69591.

RUDD-MELIKIAN, INC. ©.

Here's an idea that's hot. Kwik-Kafe. Automatically, conveniently hot coffee can be served ... at a profit with the amazing Coffee Cub. Folder. © 31Jan52; KK71174.

Here's an idea that's hot. Kwik-Kafe. Hot coffee can be served ... at a profit with the amazing Coffee Cub. Folder. © 31Jan52; KK71173.

Here's an idea that's hot. Kwik-Kafe. Hot coffee can be served ... at a profit with the amazing Coffee Cub. (Self-mailer) Folder. © 31Jan52; KK71172.

RUDIGER-LANG COMPANY ©.

Installation instructions. Tension-tite screens are the easiest to install. (Window screens) Sheet. Appl. author: Conley, Baltzer, Pettler & Steward. © 4Apr52; KK72503.

Tension-tite aluminum window screens for all double hung wood windows. Poster. Appl. author: Conley, Baltzer, Pettler & Steward. © 31Dec51; KK74332.

Tension-tite window screens. All aluminum, never rust, never stain ... Sheet. Appl. author: Conley, Baltzer, Pettler & Steward. © 31Dec51; KK74118.

RUPPERT, Jacob. SEE Ruppert Knickerbocker beer and Ruppert Ale.

RUPPERT KNICKERBOCKER BEER AND RUPPERT ALE.

Beer lovers: This is it. Try New York's newest favorite, Ruppert Knickerbocker beer. Adv. from the Morning telegraph, New York, Apr. 28, 1952, p. 5. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 28Apr52; KK73348.

Delicious beer, frosty-dry, refreshing, extra light. Ruppert Knickerbocker beer. Adv. from the Bridgeport post, Bridgeport, Conn., Oct. 23, 1951, p. 8. Appl. author: The Biow Company, inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 23Oct51; KK69332.

Delicious extra light beer actually less filling. New York's famous Knickerbocker beer. Adv. from Boston traveler, Feb. 7, 1952, p. 32. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 7Feb52; KK70925.

Enjoy the new beer that's frosty-dry, less filling. Knickerbocker beer. Adv. from New York world-telegram, June 3, 1952, p. 32. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 3Jun52; KK74855.

Enjoy this less "filling" beer. Extra light and refreshing! New York's famous Knickerbocker beer. Adv. from New York world-telegram, Jan. 20, 1952, p. 36. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 30Jan52; KK70071.

Extra light, means it's extra delicious beer. Frosty-dry, less filling, too. Adv. from New York world telegram and sun, May 27, 1952, p. 24. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 27May52; KK74407.

For fastest growing profits, serve New York's fastest growing beer. New York's famous Knickerbocker beer. Adv. from Beverage retailer weekly, Apr. 21, 1952, p. 3. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 21Apr52; KK73347.

Get new pleasure, change now to New York's fastest-growing beer. Adv. from New York journal American, June 19, 1952, p. 16. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 19Jun52; KK74857.

Handy new 7-oz. bottle. Little Knick is the name. Same wonderful Knickerbocker beer ... Adv. from the New York times, Mar. 21, 1952, p. 46. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 21Mar52; KK71536.

Less filling because it's a modern low-calory beer ... New York's famous Knickerbocker beer. Adv. from Burlington free press, Burlington, Vt., Feb. 12, 1952, p. 10. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 12Feb52; KK71146.

Little Knick is the name! A handy new 7 oz. bottle of this extra-delicious beer ... Ruppert Knickerbocker beer. Adv. from the Daily republican, Phoenixville, Pa., Apr. 3, 1952, p. 16. Appl. author: The Biow Company, inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 3Apr52; KK72663.

Now, a true ale, tangy, rich-tasting, yet light. Adv. from Rutland daily herald, Jan. 11, 1952, p. 20. Appl. author: The Biow Company, inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 11Jan52; KK69605.

Now in Wilmington, New York's fastest growing beer. Knickerbocker beer. Adv. from Wilmington morning news, Apr. 16, 1952, p. 11. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 16Apr52; KK73515.

RUPPERT KNICKERBOCKER BEER AND RUPPERT ALE. Cont'd.

Now taste a true ale that's really light. Clear, pale, bright, looks lighter, is lighter, yet robust and hearty as finest ale should be. Light Ruppert ale. Adv. from the Burlington free press, Burlington, Vt., Nov. 7, 1951, p. 10. Appl. author: The Biow Company, inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 7Nov51; KK68812.

Now, try Vermont's largest-selling beer in the big, big size. Spend less, get more, get quarts. Ruppert Knickerbocker beer and Ruppert ale. Perfect for parties, one bottle serves 5 people. Adv. from the Burlington free press, Burlington, Vt., Sept. 21, 1951, p. 10. Appl. author: The Biow Company, inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 21Sep51; KK68811.

Satisfy yourself deep down with this extra light beer. New York's famous Knickerbocker beer. Adv. from the Scranton times, Mar. 19, 1952, p. 52. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 19Mar52; KK71537.

Thanks, folks, for making it New York's fastest-growing beer. Knickerbocker beer. Adv. from the New York journal American, Mar. 25, 1952, p. 18. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 25Mar52; KK71957.

Thanks, folks, for making it Vermont's largest-selling beer. New York's famous Knickerbocker beer. Adv. from the Burlington free press, Burlington, Vt., Mar. 28, 1952, p. 9. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 28Mar52; KK71959.

This frosty-dry beer gives you more enjoyment. Ruppert Knickerbocker beer. Adv. from the New York times, Apr. 3, 1952, p. 28. Appl. author: The Biow Company, inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 3Apr52; KK72664.

Try it, friends, my frosty-dry beer is less "filling," too! Knickerbocker beer. Adv. from New York world telegram, May 9, 1952, p. 24. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 9May52; KK73514.

Vermonters desert heavy brews, switch to light, dry beer. And the lighter and dryer the better. That's why more Vermonters are changing to Knickerbocker ... Adv. from Burlington free press, Burlington, Vt., Apr. 14, 1952, p. 12. Appl. author: The Biow Company, inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 14Apr52; KK73052.

RUSSELL, JOSEPH ALLEN.
Police uniforms and equipment.
KK71827. SEE Russell Uniform Company.

RUSSELL UNIFORM COMPANY ©.
Police uniforms and equipment.
Circular no. 67. Folder. Appl. author: Joseph Allen Russell.
© 25Mar52; KK71827.

RUST, EDGAR HOYT ©.
Build a scale model right on your plan. See your house before you build; correct mistakes before you make them. (Scale model building kits) Folder. © Hoyt Rust;
29Apr52; KK73015.

Supplementary instructions, pending total revision of instruction pamphlet. (Model building kits) Sheet. © 10Jan52; KK69618.

RUST CRAFT ARTISTS' GUILD.
Rust Craft calendar, 1952. KK70565.
SEE Rust Craft Publishers.

RUST CRAFT PUBLISHERS ©.
Rust Craft calendar, 1952. (Greeting card advertising) Card. Appl. author: Rust Craft Artists' Guild.
© 1Jan52; KK70565.

RUTHRAUFF AND RYAN, INC.
Again Eastern Air Lines selects Goodall blended-to-perform fabrics. KK72084. SEE Goodall Fabrics, inc.

Another modern hospital, Toledo's St. Vincent's, uses Goodall blended-to-perform fabrics. KK71971. SEE Goodall Fabrics, inc.

As it says on the label, there is nothing better in the market. KK73177. SEE Brown-Forman Distillers Corporation.

At this great mill in Sanford, Maine, Goodall fabrics are created to bring new luxury to motor car interiors. KK69375. SEE Goodall Fabrics, inc.

Blockade, Goodall's inspired advance in modern. KK70928. SEE Goodall Fabrics, inc.

Douglas buys Goodall plastics for faster sales and profits. KK72812. SEE Goodall Fabrics, inc.

Economical! Luxurious! Goodall fabrics decorate hospitals, hotels, clubs everywhere. KK72782. SEE Goodall Fabrics, inc.

Enjoy America's new winter-time dessert miracle. KK71605. SEE Reddi-Wip, inc.

For over 60 years Goodall Fabrics, inc. has been the principal fabric supplier to the New York, New Haven and Hartford Railroad Co., for both rail and motor coach travel. KK70780. SEE Goodall Fabrics, inc.

Free of extra charge. Flower seeds with each carton of Dr. Pepper. KK72392. SEE Dr. Pepper Company.

Goodall Paca Point. KK71528. SEE Goodall Fabrics, inc.

Is your child a cereal rebel? KK71052. SEE Reddi-Wip, inc.

A lift for life. Drink Dr. Pepper at 10, 2 and 4. KK71360. SEE Dr. Pepper Company.

A lift for life. No other drink picks you up like Dr. Pepper. Let the one-and-only Dr. Pepper lend its special sparkle ... KK69385. SEE Dr. Pepper Company.

Major choice in Pittsburgh's new Carlton House. Goodall fabrics give hotels greater beauty, longer wear, lower maintenance. KK74814. SEE Goodall Fabrics, inc.

Make pumpkin pie doubly glamorous with Reddi-Wip. Let Reddi-Wip glorify all your desserts every day. KK68846 ... SEE Reddi-Wip, inc.

More proof that the country's leading hospitals choose Goodall fabrics for economy and luxury. KK69345. SEE Goodall Fabrics, inc.

New, more texture than ever in Goodall Seamloc casual loop. KK74307. SEE Goodall Fabrics, inc.

Pacific Electric again selects Goodall upholstery. KK74757. SEE Goodall Fabrics, inc.

Pennsylvania R. R. honors Goodall. KK71327. SEE Goodall Fabrics, inc.

Problem: Beauty plus easy maintenance wanted for Childrens Memorial Hospital. KK70781. SEE Goodall Fabrics, inc.

Specify Goodall Seamloc for these 4 plusses ... KK74813. SEE Goodall Fabrics, inc.

There's the right Goodall quality plastic in the weight, color, design you need. KK68838 ... SEE Goodall Fabrics, inc.

3 reasons why Goodall helps sell ... KK71095 ... SEE Goodall Fabrics, inc.

Union Dime Savings Bank uses Goodall mohair casement cloth. KK70929. SEE Goodall Fabrics, inc.

Who is this furniture manufacturer? Countless manufacturers fit this picture, maybe he's you. KK73911. SEE Goodall Fabrics, inc.

Women prefer the luxury of Goodall ... KK71328 ... SEE Goodall Fabrics, inc.

You find Goodall mohair casement cloth in outstanding buildings. Richer beauty, light control, noise control, longer wear, low-maintenance. KK68839. SEE Goodall Fabrics, inc.

You want suppleness, you want rich high gloss. KK74022 ... SEE Goodall Fabrics, inc.

You'll increase sales with Goodall Seamloc. KK69344. SEE Goodall Fabrics, inc.

Your decorator's choice is Goodall fabrics. KK71547. SEE Goodall Fabrics, inc.

RYAN, CHARLES.
Home chemistry. KK74349. SEE Gilbert (A. C.) Company.

RYAN, HOW. J.
Smart hostesses, have Heidelberg handy. KK74564. SEE Columbia Breweries, inc.

RYBERG, HARRY LOGSTRUP.
Common skin disorders. KK70657. SEE Western Physicians Association.

S

S AND C ELECTRIC COMPANY ©.
Selector chart. Standard mounting arrangement. Outdoor group-operated aludri interrupter switches. Sheet. © 18Jan52; KK69702.

S & S MACHINE SHOP.
4-row giant rotary cutter. Protects your soil, protects your crops and protects your profits. (Farm machinery) Folder. © The S & S Machine Shop, Harry Stoolz and Julius Stoolz, sole owners; 19Apr52; KK74068.

S AND S PRODUCTS COMPANY.
Extra hand. All-ways adjustable, fits any standard flashlight, stand it, hang it, wear it. The extra hand is precision made of special spring steel, fitted with webbing and rust proofed clasp. (Flashlight holders) Sheet. © G. Fred Swanson and Cecelia Sears, d.b.a. S & S Products Co.; 1Feb52; KK72973.

S AND W FINE FOODS, INC. ©.
Back strip removed. (Canned shrimp) Label. Appl. author: Robert H. Gries. © 28Dec51; KK68771.

S.O.S. COMPANY.

Her cakes take prizes. Meet Mrs. Velma Ide ... America's proudest cooks always reach for S.O.S. ... magic scouring pads. Adv. from Successful farming, Sept. 1951, p. 88. Appl. author: Robbins Milbank. © The S.O.S. Co.; 20Aug51; KK69246.

New Mexico cooking queen ... America's proudest cooks always reach for S.O.S. (Steel wool cleanser) Adv. from the Progressive farmer, Dec. 1951, p. 90. Appl. author: Robbins Milbank. © The S.O.S. Co.; 15Nov51; KK71757.

To clean your stove use S. O. S. It easily removes burned-on grease. S. O. S. magic scouring pads. Adv. from Better homes & gardens, Mar. 1952, p. 49. Appl. author: Robbins Milbank. © The S. O. S. Co.; 15Feb52; KK74887.

Tuffy magic aid to dish washing. Your new friend for better cleaning. (Cleaning pad) Label. © The S. O. S. Co.; 2Jan52; KK70610.

SAALFIELD PUBLISHING COMPANY.

Animal sewing cards cNo. 4165. Label. © The Saalfeld Publishing Co.; 8Jan52; KK73580.

Animal sewing cards, cNo. 6020. Label. © The Saalfeld Publishing Co.; 13Mar52; KK73584.

Baby animal sewing cards cNo. 4165. Label. © The Saalfeld Publishing Co.; 8Jan52; KK73579.

Bride and groom paper dolls and their attendants. (6 dolls with bases, 6 costume sheets) Label. (5166) © The Saalfeld Pub. Co.; 11Jan52; KK70546.

Cisco Kid crayon corral. Jumbo crayons. Assorted colors for home and school use. Label. © The Saalfeld Publishing Co.; 14Nov51; KK71723.

Dandy picture puzzles, 2 puzzles, cNo. 7316. Label. © The Saalfeld Publishing Co.; 16Jan52; KK73583.

Fashion fun paper dolls. (4 dolls with bases, 6 costume sheets) Label. (5165) © The Saalfeld Pub. Co.; 14Jan52; KK70547.

Good fun, 2 picture puzzles cNo. 7000. Label. © The Saalfeld Publishing Co.; 14Apr52; KK73586.

Good play, 2 picture puzzles cNo. 7000. Label. © The Saalfeld Publishing Co.; 14Apr52; KK73590.

John Wayne crayon ranch house. Assorted colors. (8 crayons in box) Label. (2333) © The Saalfeld Pub. Co.; 15Nov51; KK70544.

Jolly Roger, 2 picture puzzles cNo. 7316. Label. © The Saalfeld Publishing Co.; 16Jan52; KK73587.

Paper dolls to dress. 4 books. Label. (5033) © The Saalfeld Pub. Co.; 10Oct51; KK70550.

Pasting without paste. (4 boxed books) Label. (5027) © The Saalfeld Publishing Co.; 14Feb52 (in notice: 1951); KK74143.

Pets picture puzzles, 2 puzzles, cNo. 7316. Label. © The Saalfeld Publishing Co.; 16Jan52; KK73582.

Pets to dress. Animal paper dolls. (4 dolls with standards, 6 costume sheets) Label. (5164) © The Saalfeld Pub. Co.; 16Jan52; KK70548.

Playhouse, 2 picture puzzles cNo. 7000. Label. © The Saalfeld Publishing Co.; 14Apr52; KK73589.

Push out and paste without paste.

(3 books) Label. (4047) © The Saalfeld Pub. Co.; 9Nov51; KK70545.

Push out and paste without paste. (3 books) Label. (4048) © The Saalfeld Pub. Co.; 31Aug51; KK70554.

Push out and paste without paste. (3 books) Label. (4049) © The Saalfeld Pub. Co.; 31Aug51; KK70555.

Push out and paste without paste. For pre-school boys and girls. 6 books. Label. (5030) © The Saalfeld Pub. Co.; 6Sep51; KK70551.

Ranchland paper dolls. (5 dolls, 6 costume pages) Label. (5163) © The Saalfeld Pub. Co.; 17Jan52; KK70549.

Rub-a-pencil, surprise pictures will appear. (4 books, 1 crayon) Label. (5024) © The Saalfeld Pub. Co.; 20Nov51; KK70553.

Rub-a-pencil, surprise pictures will appear. (4 books, 1 crayon) Label. (5025) © The Saalfeld Pub. Co.; 20Nov51; KK70552.

Rub-a-pencil, surprise pictures will appear, cNo. 4050. Label. © The Saalfeld Publishing Co.; 4Mar52; KK73585.

Tammy's picture puzzles, 2 puzzles, cNo. 7316. Label. © The Saalfeld Publishing Co.; 16Jan52; KK73581.

Toytime picture puzzles. 2 pre-school puzzles cNo. 7000. Label. © The Saalfeld Publishing Co.; 14Apr52; KK73588.

SABLE BAY FURS.

Count the ermine. \$10,500.00 worth of prizes and awards. Win an ermine. (Furs) Adv. © T. F. Denman, d.b.a. Sable Bay Furs; 2Mar52; KK72632.

SACKEL, SOL.

At home with Boltaflex. KK72726. SEE Bolta Products Sales, inc.

SACRAMENTO ASSOCIATION OF INSURANCE AGENTS ©.

Cars pile up in Sierra storm. Insurance man to the rescue. Adv. from Sacramento Bee, Sacramento, Calif., May 12, 1952, p. 8. Appl. author: John L. Kingsbury. © 12May52; KK74221.

The fire wouldn't wait. I should have acted sooner on my insurance agents advice. Adv. from the Sacramento bee, Mar. 31, 1952, p. 26. Appl. author: John L. Kingsbury. © 31Mar52; KK72067.

My automobile exploded. Insurance man is friend in need, says A. J. Blomgren. Adv. from Sacramento bee, Sacramento, Calif., Feb. 18, 1952, p. 8. © Sacramento Association of Insurance Agents, John L. Kingsbury, secretary-manager; 18Feb52; KK70681.

My car was a skeleton. Insurance paid off promptly, says P. B. Haney. Adv. from Sacramento bee, Apr. 14, 1952, p. 6. Appl. author: John L. Kingsbury. © 14Apr52; KK72490.

65 mile-an-hour wind blows double trouble. Local insurance agent was on the job, as usual. (Insurance service) Adv. from Sacramento bee, Sacramento, Calif., Mar. 17, 1952, p. 9. Appl. author: John L. Kingsbury. © 17Mar52; KK71511.

Thieves spoiled our vacation, but insurance paid the loss. Adv. from Sacramento bee, Jan. 21, 1952, p. 7. Appl. author: John L. Kingsbury. © 21Jan52; KK69706.

Trouble in the trucking business. Insurance man goes "all out" to help. (Insurance service rendered by members of association) Adv. from Sacramento bee, Feb. 5, 1952, p. 8. Appl. author: John L. Kingsbury. © 4Feb52; KK70288.

Truck lands upside down. Local insurance man helps save perishables. (Insurance service) Adv. from Sacramento bee, Sacramento, Calif., Apr. 28, 1952, p. 27. Appl. author: John L. Kingsbury. © 28Apr52; KK73025.

We lost our customers' clothes but not their good will, says Salvin Swanson, owner, Swanson's Cleaners. (Insurance service) Adv. from the Sacramento bee, Jan. 7, 1952, p. 5. Appl. author: John L. Kingsbury. © 7Jan52; KK69906.

SAEGERTOWN GINGER ALE COMPANY ©.

The Aristocrat; contents 1 full quart. (Bowing figure with sword and plumed hat. Soft drink) Label. Appl. author: Central Lithograph Co. © 29Mar52; KK73599.

SAFETY CAR HEATING AND LIGHTING COMPANY, INC.

List of parts. Safety generator. Type GK15800, 15KW, 75 volt. Cat. no. 317636. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating and Lighting Co., inc.; 18Jan52 (in notice: 1951); KK70532.

List of parts. Safety type S20EADR relay. Catalog no. 318049. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating and Lighting Co., inc.; 18Jan52 (in notice: 1951); KK70531.

List of parts. Safety type S20EADR relay. Catalog no. 319652. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating and Lighting Co., inc.; 18Jan52 (in notice: 1951); KK70534.

List of parts for safety type SM150EA carbon pile regulator. Catalog no. 318045. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating and Lighting Co., inc.; 18Jan52 (in notice: 1951); KK70535.

List of parts for safety type SM150EA carbon pile regulator. Catalog no. 318693. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating and Lighting Co., inc.; 18Jan52 (in notice: 1951); KK70533.

SAFEMAX STORES, INC. ©.

The freshest coffee in town when you grind your own at Safeway. Folder. © 28Feb52; KK74893.

Meet Señor Beano Fresco, let him lead you to the freshest coffee in town! Adv. from Arkansas gazette, Mar. 13, 1952, p. 6. © 13Mar52; KK74894.

ST. LOUIS (A. H.) COMPANY.

The under bed oxygen tent. The ultimate in prescribed oxygen therapy. Folder. © A. H. St. Louis Co., by Andrew H. St. Louis; 3Apr52; KK72231.

ST. LOUIS, ANDREW H.

The under bed oxygen tent. KK72231. SEE St. Louis (A. H.) Company.

ST. LOUIS PRODUCTS COMPANY ©.

Directions for installing Hurricane exhaust bi-pass unit. Sheet. Appl. author: Lester Hutchins. © 25Apr52; KK74515.

Hurricane exhaust bi-pass. Made of heavy plate steel. Label. Appl. author: Maxwell Advertising Co. © 24Apr52; KK74517.

ST. LOUIS WHOLESALE LIQUOR COMPANY ©.

Audubon's Great Old Master. OJC, the Old Master in Kentucky straight bourbon whiskey. Adv. from St. Louis post-dispatch, Feb. 15, 1952, p. 3D. Appl. author: Shaffer Brennan Margulis Adv. Co. © 15Feb52 (in notice: 1951); KK70785.

Brueghel's Great "Old Master". OJC, the old master in Kentucky straight bourbon whiskey. Adv. from St. Louis post-dispatch, Feb. 1, 1952, p. 4E. Appl. author: Shaffer Brennan Margulis Adv. Co. © 1Feb52 (in notice: 1951); KK70371.

Homer's great Old Master. OJC, the Old Master in Kentucky straight bourbon whiskey. Adv. from St. Louis post-dispatch, Nov. 2, 1951, p. 7C. Appl. author: Shaffer Brennan Margulis Adv. Co. © 2Nov51; KK69681.

ST. MARYS WOOLEN MANUFACTURING COMPANY ©.

Ophelia, 100 in imagination and only 7 in arithmetic. (All wool blankets) Adv. from New Yorker, May 17, 1952, p. 20. Appl. author: Gibbons-O'Neill, inc. © 17May52; KK74417.

SALADA TEA COMPANY, INC. ©.

Salada green tea bags. Net wt. 1 17/32 oz. Label. © 23Jan52; KK69683.

SALERNO-MEGOWEN BISCUIT COMPANY ©.

Cocoanut creams. Net wt. 8 ozs. Label. Appl. author: Arno A. Juntunen. © 9Jun52; KK74880.

Frosted fruit and nut cookies. Net weight 10 ounces. Label. Appl. author: Arno A. Juntunen. © 9Jun52; KK74910.

Salerno Crowns: delicious devil's food cake. (Cookies) Label. Appl. author: Arno A. Juntunen. © 20Feb52; KK70861.

Salerno Dainties. Delicious devil's food cake. Full half pound. Label. Appl. author: Arno A. Juntunen. © 29Feb52; KK71093.

Salerno pecan tops. Delicious devil's food cake. Full half pound. (Cookies) Appl. author: Arno A. Juntunen. © 14Feb52; KK70612.

Salerno playtime cookies. The energy snack. Net weight 9 ounces. Label. Appl. author: Arno A. Juntunen. © 1May52; KK73097.

Salerno Sprinkles. Delicious devil's food cake. Net weight 8 ounces. (Cookies) Label. Appl. author: Arno A. Juntunen. © 8Feb52; KK70439.

SALES AFFILIATES, INC. ©.

Chart A. This chart shows how shops sell waves at different price levels. What quality merchandise you should sell for each priced wave ... Sheet. Appl. author: Jerome Kaufman. © 24Apr52; KK73412.

In our wildest dreams we never thought Zotos Wave Lock would sell like this. (Permanent wave) Sheet. Appl. author: Jerome Kaufman. © 14Feb52; KK71371.

Now, at last, a moisture-resistant permanent. It stays in spite of constant wetting, shampooing, swimming and dampness. New Zotos Career Girl wave. Sheet. Appl. author: Jerome Kaufman. © 22Apr52; KK73737.

Now, it's new and we've got it. Zotos Wave Lock permanent. Great advance in no-cap type waving. Folder. Appl. author: Jerome Kaufman. © 14Sep51; KK71370.

Zotos Career Girl cream bath waving lotion. High test for resistant hair. Contents: 4 fl. ozs. Label. Appl. author: Jerome Kaufman. © 24Apr52; KK73714.

Zotos Career Girl cream bath waving lotion. Low test for tinted, bleached and abused hair. Contents: 4 fl. ozs. Label. Appl. author: Jerome Kaufman. © 24Apr52; KK73713.

Zotos Career Girl cream bath waving lotion. Standard test for normal hair. Contents: 4 fl. ozs. Label. Appl. author: Jerome Kaufman. © 24Apr52; KK73711.

Zotos Career Girl moisture-resistant neutralizer. Protects against wave relaxation due to excessive dampness, wetting - shampooing. Contents: 2 fl. ozs. Label. Appl. author: Jerome Kaufman. © 24Apr52; KK73715.

Zotos Career Girl wave. New moisture resistant permanent. Label. Appl. author: Jerome Kaufman. © 24Apr52; KK73710.

Zotos Career Girl wave. New moisture resistant permanent. Label. Appl. author: Jerome Kaufman. © 24Apr52; KK73712.

Zotos Career Girl wave, new moisture-resistant permanent. High test for resistant hair. Label. Appl. author: Jerome Kaufman. © 16May52; KK74444.

Zotos Career Girl wave, new moisture-resistant permanent. Low test for tinted, bleached and abused hair. Label. Appl. author: Jerome Kaufman. © 16May52; KK74445.

Zotos Career Girl wave, new moisture-resistant permanent. Standard test for normal hair. Label. Appl. author: Jerome Kaufman. © 16May52; KK74446.

Zotos custom waveform for waving. High test for resistant hair. Label. Appl. author: Jerome Kaufman. © 30Nov51; KK69947.

Zotos custom waveform for waving. Low test for tinted, bleached and abused hair. Label. Appl. author: Jerome Kaufman. © 30Nov51; KK69946.

Zotos custom waveform for waving. Standard test for normal hair. Label. Appl. author: Jerome Kaufman. © 30Nov51; KK69945.

Zotos custom wavelock for neutralizing. Label. Appl. author: Jerome Kaufman. © 30Nov51; KK69944.

Zotos de luxe wave form for waving. High test for resistant hair. Label. Appl. author: Jerome Kaufman. © 24Jan52; KK69940.

Zotos de luxe wave form for waving. Standard test for normal hair. Label. Appl. author: Jerome Kaufman. © 24Jan52; KK69939.

Zotos de luxe wavelock for neutralizing. Label. Appl. author: Jerome Kaufman. © 24Jan52; KK69938.

Zotos wave form for waving. Low test for tinted, bleached and abused hair. Label. Appl. author: Jerome Kaufman. © 24Jan52; KK69941.

Zotos wavelock permanent. High test. Deluxe. Label. Appl. author: Jerome Kaufman. © 24Jan52; KK69943.

Zotos wave lock permanent. High test custom for resistant hair. Label. Appl. author: Jerome Kaufman. © 28Dec51; KK70930.

Zotos wave lock permanent. Low test custom for tinted, bleached, and abused hair. Label. Appl. author: Jerome Kaufman. © 12Nov51; KK70931.

Zotos wavelock permanent. Low test for tinted bleached and abused hair. Deluxe. Label. Appl. author: Jerome Kaufman. © 24Jan52; KK69948.

Zotos wave lock permanent. Standard test custom for normal hair. Label. Appl. author: Jerome Kaufman. © 1Nov51; KK70932.

Zotos wavelock permanent. Standard test. Deluxe. Label. Appl. author: Jerome Kaufman. © 24Jan52; KK69942.

Zotos wave lock permanent with the exclusive combination of wave form ... candi wave lock. Custom. Label. Appl. author: Jerome Kaufman. © 28Dec51; KK70933.

Zotos wave lock permanent with the exclusive combination of wave form ... candi wave lock. Deluxe. Label. Appl. author: Jerome Kaufman. © 20Nov51; KK70934.

SAMPLE, PAUL.

Power for the farmer. KK70853. SEE General Electric Company.

SAMPSON, Emil J., d.b.a. Sampson Sales and Service. SEE Sampson Sales and Service.

SAMPSON SALES AND SERVICE.

Weather King; W K. Waterproofing and insulation. cLetterhead: Sheet. Appl. author: Gabriel Hukkala. © Emil J. Sampson, d.b.a. Sampson Sales & Service; 9Feb52; KK71048.

SAMUELS (T. W.) DISTILLERY.

Opinions may differ on Tennessee vs. Kentucky ... T. ops in W. hiskey, Samuels. T. W. Samuels Kentucky straight bourbon whiskey. Adv. from the Lexington leader, Lexington, Ky., Nov. 23, 1951, p. 13. © Foster Trading Corp., d.b.a. T. W. Samuels Distillery; 23Nov51; KK69300.

SANDER, HEYMAN.

Taste it, you'll love it, says Eddie Cantor. Welch's wine. KK70824. SEE Quality Importers, inc.

SANDERS, BERNARD.

Time out. KK72909 ... SEE Elgin National Watch Company.

SANITARY SOAP COMPANY ©.

Amazing germ killing hand soap. Antiseptic Lanelle powdered hand soap with lanolin plus. Label. Appl. author: Reidl and Freede. © 10Feb52; KK72808.

Antiseptic Lanelle powdered hand soap with lanolin plus. Amazing germ killing hand soap. Label. Appl. author: Reidl and Freede. © 18Mar52; KK72194.

Wise Ole Owl powdered hand soap. Label. © 29Feb52; KK71079.

SANLADER, JOSEPH F.

Kaysun plastic propellers for class 1/2 A small bore power engines, 15¢ each. One dozen, no. 603. KK69012. SEE Kaysun, inc.

6 inch plastic propellers, ready to use for rubber powered model planes, 10¢ each. 1 doz., no. 60. KK69013. SEE Kaysun, inc.

SAPINSLEY, JOHN M.
Wiry Joe battery cable. KK72577. SEE
Crescent Company, inc.

SARAYIOTES, JAMES.
Save time, save money, save labor with
JFD Tenna-Paks. 5 ... complete with
antenna, mast, lead-in, lightning
arrester and mounting hardware. JFD
single conical ... Inline ... de-
luxe stacked conical ... Hi-Lo ...
Vee-Beam television accessories;
KK68814. SEE JFD Manufacturing
Company, inc.

SARKKINEN, ESCO @.
So you're going to watch a football
game. Distributed through the
courtesy of your Pure Oil dealer.
Pamphlet. @ 50Oct51; KK69113.

SARNA, S. S. @.
Ganga jal pani. Ganges holy water
bell. One of the collector bells
of Sarna. Label. @ 1Mar52;
KK72723.

Gunna sugar cane bell. One of the
collector bells of Sarna. Label.
@ 1Mar52; KK72724.

Phool flower-bell. One of the col-
lector bells of Sarna. Label.
@ 1Mar52; KK72722.

Sadhu wandering monk-bell. One of the
collector bells of Sarna. Label.
@ 1Mar52; KK72725.

SARNA (S. S.) INC. @.
The bells of Sarna. (Brass bells)
Pamphlet. @ 15Apr52; KK74451.
Curry Kothi bell. Recipes for complete
India curry dinner. (Brass bells)
Pamphlet. @ 15Apr52; KK74450.

SARRA, INC. @.
Now! Sarra's own new film processing
laboratory brings you Vide-O-riginal
TV commercials. Adv. from Tide,
May 16, 1952, p. 70. Appl. author:
Paris & Peart Advertising Agency.
@ 16May52; KK73910.

Now, Sarra's own new film processing
laboratory brings you Vide-O-riginal.
(Television films) Adv. from
Sponsor, May 19, 1952, p. 8-9. Appl.
author: Paris & Peart Advertising
Agency. @ 19May52; KK73670.

SATHER, Leonard O. and Olaf P. Sather,
a firm d.b.a. Duluth Filter Company.
SEE Duluth Filter Company.

SATHER, Olaf P. and Leonard O. Sather,
a firm d.b.a. Duluth Filter Company.
SEE Duluth Filter Company.

SATOLA, EDWARD L.
Nordberg 4FS2 Diesel engine. KK70821.
SEE Nordberg Manufacturing Company.
Nordberg 4FS3 Diesel engine. KK70480
... SEE Nordberg Manufacturing
Company.

SAVAGE, WILLIAM S.
Spacemen, jets, rockets. Six picture
cards and gum 5¢. KK71687. SEE
Bowman Gum, inc.

SAVOGRAN COMPANY.
Let this Savogran stockholder sell
for you all day, free! (Counter
merchandise for home upkeep
products) Sheet. @ The Savogran
Co.; 21Jan52; KK69704.

New Savogran stockholder makes extra
dividends for every Savogran
jobber. (Counter merchandise for
home upkeep products) Sheet.
@ The Savogran Co.; 21Jan52;
KK69700.

SAX, MAX.
Contains no aspirin. Emess pain
relief. KK71546. SEE Emess Sales
Company.

Non-habit forming, safe to take.
KK71543. SEE Emess Sales Company.
100 mg. chlorophyll. Pleasant tasting
tablet, not a chewing gum or candy.
KK72079. SEE Emess Sales Company.

Stop whiskey breath. KK71545. SEE
Emess Sales Company.

Why have a hangover? KK71544.
SEE Emess Sales Company.

SCALLON, Frank J., d.b.a. Midget Louver
Company. SEE Midget Louver Company.

SCANNELL, T. F., Jr.
Do away with defrosting day. KK73371.
SEE Paragon Electric Company.
Now you can have automatic defrosting
on your present refrigerator.
KK72309. SEE Paragon Electric
Company.

SCHAFER, MARTIN F. @.
Ol' south'rn corn bread, deliciously
crunchy when toasted. Label. Appl.
authors: Olie Jordheim, William
Miller, Vincent Green and A. D.
Barbur. @ 19Feb52; KK73886.

SCHAR-KOPF @.
Ceramic baby shoes, with real shoe
laces. Label. Appl. author:
Frederick Scharkopf. @ 14Apr52;
KK73667.

SCHARKOPF, FREDERICK.
Ceramic baby shoes, with real shoe
laces. KK73667. SEE Schar-Kopf.

SCHIEBEL, WILLIAM.
America's most profit-minded jewelers
requested it. KK71916. SEE
Jacoby-Bender, inc.

SCHIEDT (ADAM) BREWING COMPANY @.
Valley Forge beer; Rams Head ale.
Poster. Appl. author: Ward Whee-
lock Co. @ 22Apr52; KK73517.

SCHENLEY Distillers, inc. also d.b.a.
Ancient Age Distilling Company. SEE
Ancient Age Distilling Company.

SCHENLEY DISTRIBUTORS, INC. @.
The finest-tasting whiskey in the
world. Sir John Schenley, the
international whiskey, world's
choicest blend. Adv. from Cosmo-
politan, Mar. 1952, p. 4 of cover.
Appl. author: Tessie M. Krause.
@ 22Feb52; KK72606.

For good old-fashioned enjoyment,
Ancient Age the whiskey with more
age in its flavor. Adv. from Time
magazine, Nov. 12, 1951, p. 46.
Appl. author: William H. Weintraub
& Co., inc. @ 10Nov51; KK73815.

If you've tasted today's Schenley you
know it's the best-tasting whiskey
in ages. Adv. from Mamaroneck
times, Mamaroneck, N. Y. Appl. au-
thor: Tessie M. Krause. @ 23Feb52;
KK72288.

The international whiskey, enjoyed in
62 countries of the world. Sir John
Schenley. Adv. from House & garden,
Jan. 1952. @ 20Dec51; KK69562.

The international whiskey, enjoyed in
62 countries of the world, Sir
John Schenley. Adv. from House &
garden, Dec. 1951. Appl. author:
Tessie M. Krause. @ 20Nov51;
KK68904.

Message in a bottle. No need to grope
for words to thank your week-end
host. (Liquor) Adv. from Metro-
politan program, 1951-1952 season.
Appl. author: Tessie M. Krause.
@ 24Dec51; KK69565.

Nature's unhurried goodness & Schen-
ley's unmatched skill = the best-
tasting whiskey in ages. Adv. from
Mamaroneck times, Mamaroneck, N. Y.
Appl. author: Tessie M. Krause.
@ 4Mar52; KK72289.

Schenley makes every drink taste bet-
ter. Blended whiskey, 86 proof.
Adv. Appl. author: Tessie M.
Krause. @ 8Dec51; KK69314.

An unusual gift. If someone gives
you Old Schenley this Christmas ...
(Liquor) Adv. from Fortune, Nov.
1951. Appl. author: Tessie M.
Krause. @ 26Oct51; KK68903.

We're all giving and serving Schenley,
why don't you? (Liquor) Adv. from
Argosy, Dec. 1951. Appl. author:
Tessie M. Krause. @ 20Nov51;
KK68902.

Years of experience plus Schenley
skill equal the best-tasting whis-
kies in ages. Schenley. Adv. from
the Daily times, Mamaroneck, N. Y.,
Jan. 11, 1952. Appl. author: Tessie
M. Krause. @ 11Jan52; KK69564.

SCHENLEY Industries, inc., also d.b.a.
Cresta Blanca Wine Company. SEE
Cresta Blanca Wine Company.

SCHENLEY Industries, inc., also d.b.a.
Roma Wine Co. SEE Roma Wine Company.

SCHENLEY LABORATORIES, INC. @.
The best is yet to be. Vascutum for
the life that begins at forty.
(Pharmaceutical) Adv. from American
journal of medicine, Dec. 1951, p.
30. Appl. author: Paul Klemtner &
Company, inc. @ 5Dec51; KK69395.

Euphased brightens the patient's out-
look during emotional crises.
(Pharmaceuticals) Card. Appl. au-
thor: Paul Klemtner & Co., inc.
@ 27Dec51; KK72049.

For the life that begins at forty,
Vascutum guards the best years
against the combined threats of
atherosclerosis and capillary
fragility. (Pharmaceuticals)
Adv. from Current medical digest,
Jan. 1952, p. 4 of cover. Appl.
author: Paul Klemtner & Co., inc.
@ 1Jan52; KK72043.

Liquid Orapen, high potency penicillin
solution for oral use. (Phar-
maceuticals) Card. Appl. author:
Paul Klemtner & Co., inc. @ 27Dec51;
KK72048.

Liquid Tetracillin; oral penicillin
and triple sulfonamides. (Phar-
maceuticals) Card. Appl. author:
Paul Klemtner & Co., inc. @ 27Dec51;
KK72046.

Potent protection for the life that
begins at forty. Vascutum. (Pharma-
ceutical) Folder. Appl. author:
Paul Klemtner & Company, inc.
@ 28Nov51; KK69390.

Sedamyl, ideal for daytime use in
anxiety states. Rutaminal, whenever
aminophylline and phenobarbital are
indicated. (Pharmaceuticals) Adv.
from Modern medicine, Mar. 15, 1952.
Appl. author: Paul Klemtner & Co.,
inc. @ 15Mar52; KK72047.

Time-saving advance in penicillin
therapy. The new Ogle syringe can
be assembled and ready for use in
4 1/2 seconds. Folder. Appl.
author: Paul Klemtner & Co., inc.
@ 13Mar52 (in notice: 1951);
KK72240.

Time-saving suggestions for busy phy-
sicians. Titalac ... Vascutum ...
Rutaminal ... Sedamyl ... (File
cards and mailing container. Phar-
maceuticals) Folder. Appl. author:
Paul Klemtner & Company, inc.
@ 14Dec51; KK69389.

Titalac, an antacid that the hospital
patient will enjoy taking. Adv.
from Hospital topics & buyer's
guide, Dec. 1951, p. 53. Appl. au-
thor: Paul Klemtner & Company, inc.
@ 1Dec51; KK69392.

SCHENLEY LABORATORIES, INC. ©. Cont'd.

Titralac, an effective antacid that patients enjoy taking. Adv. from American professional pharmacist, Dec. 1951, p. 1113. Appl. author: Paul Klemtner & Company, inc. © 20Dec51; KK69394.

Titralac, an effective antacid that patients will enjoy taking. Adv. from Southern medical journal, Dec. 1951, p. 27. Appl. author: Paul Klemtner & Company, inc. © 1Dec51; KK69393.

Titralac antacid in the management of peptic ulcer and Vascutum for the life that begins at forty. (Pharmaceuticals) Adv. from Modern medicine, Jan. 15, 1952, p. 57-58. Appl. author: Paul Klemtner & Co., inc. © 15Jan52; KK72045.

Titralac antacid tablets give quick, long-lasting relief because they titrate like milk. Adv. from Gastroenterology, Nov. 1951, p. 13. Appl. author: Paul Klemtner & Company, inc. © 17Nov51; KK69391.

To boost your RX business in '52, Schenley representatives will be calling on physicians every business day ... (Pharmaceuticals) Adv. from American druggist, Jan. 1952, p. 42. Appl. author: Paul Klemtner & Co., inc. © 1Jan52; KK72044.

To brighten the patient's outlook during emotional storms, Schenley Euphased. (Pharmaceuticals) Folder. Appl. author: Paul Klemtner & Co., inc. © 31Dec51; KK72050.

To Dec. 1, Schenley has rung the bell 10,092,531 times. 4 Schenley specialties ... Titralac, Rutaminal, Sedamyl, Vascutum. (Pharmaceuticals) Adv. from American druggist, Dec. 1951, p. 82. Appl. author: Paul Klemtner & Company, inc. © 1Dec51; KK69396.

The universal disease of our times, anxiety, responds to Sedamyl. Ideal for daytime use. (Pharmaceuticals) Adv. from American journal of medicine, Jan. 1952. Appl. author: Paul Klemtner & Co., inc. © 1Jan52; KK72871.

SCHIEFFELIN AND COMPANY, INC. ALMAY DIVISION ©.

Almay will lead you to new loveliness. Almay beauty briefs. (Cosmetics) Folder. © 15Mar52; KK73374.

SCHLABACH, RAYMOND M.

Sani-Flush fragrant toilet bowl cleaner. KK70479 ... SEE Hygienic Products Company.

SCHLEICHER, FREDERICK L., d.b.a. The Schleicher Organization. SEE Schleicher Organization.

SCHLEICHER ORGANIZATION.

Treasure Chest bulk food purchase schedule. Sheet. © Frederick L. Schleicher, d.b.a. The Schleicher Organization; 20Nov51; KK70287.

SCHLING (MAX) INC. ©.

Flowers for the traveler. Corsages. Pamphlet. Appl. author: H. W. Fairfax Advertising Agency, inc. © 21Apr52; KK72573.

SCHLING (MAX) SEEDSMEN, INC. ©.

Max Schling has everything for happier gardening and better living. Folder. Appl. author: H. W. Fairfax Advertising Agency, inc. © 8Apr52; KK72368.

SCHLITZ (JOS.) BREWING COMPANY ©.

Anyway you didn't burn the Schlitz. Schlitz tastes so good to so many people, it's first in sales in the

U.S.A. (Beer) Adv. from Life, Feb. 4, 1952. Appl. author: Young & Rubicam, inc. © 1Feb52; KK73772.

Come and visit our brewery any week-day, including Saturday. Schlitz, the beer that made Milwaukee famous. Adv. from the Milwaukee journal, Sept. 26, 1951, p. 43. Appl. author: Young & Rubicam, inc. © 26Sep51; KK69076.

Every Schlitz wholesaler knows that he has something else on tap in addition to the beer that is first in sales in the U. S. A. Adv. from Beer distributor, Dec. 1951, p. 13. Appl. author: Young & Rubicam, inc. © 12Dec51; KK72533.

Facts about Schlitz. We are not especially proud of our size ... (Beer) Adv. from Beer distributor, Aug. 1951, p. 25. Appl. author: Young & Rubicam, inc. © 15Aug51; KK69122.

Figuratively speaking, there's no sweeter music than the tinkling of empties ... Schlitz, the beer that made Milwaukee famous. Adv. from Wisconsin beverage journal, Feb. 1952. Appl. author: Young & Rubicam, inc. © 5Feb52; KK73769.

1st in taste; 1st in sales. Schlitz, the beer that made Milwaukee famous. (Man in glasses) Poster. Appl. author: Young & Rubicam, inc. © 20Oct51; KK72552.

First in taste - first in sales. Schlitz, the beer that made Milwaukee famous. (Man in glasses) Poster. Appl. author: Young & Rubicam, inc. © 20Oct51; KK70420.

1st in taste, 1st in sales, Schlitz, the beer that made Milwaukee famous. (Skier with bottle) Poster. Appl. author: Young & Rubicam, inc. © 20Nov51; KK71463.

1st in taste, 1st in sales, Schlitz, the beer that made Milwaukee famous. (Skier with bottle and glass) Poster. Appl. author: Young & Rubicam, inc. © 20Nov51; KK71464.

First in taste - first in sales. Schlitz, the beer that made Milwaukee famous. (Snowman) Poster. Appl. author: Young & Rubicam, inc. © 20Dec51; KK74481.

Here's a message from Milwaukee. This thoughtful wife knows that the moment her husband tunes in on Schlitz, the reception is good. (Beer) Adv. from Look, Jan. 15, 1952. © 1Jan52; KK72715.

Here's one I can understand. Schlitz, the beer that made Milwaukee famous. Adv. from Life, Jan. 21, 1952. Appl. author: Young & Rubicam, inc. © 18Jan52; KK73775.

How to join the world's happiest fraternity ... Schlitz the beer that made Milwaukee famous. Adv. from Milwaukee sentinel, Jan. 14, 1952, p. 5. Appl. author: Young & Rubicam, inc. © 14Jan52; KK73771.

I thought I was his favorite. This prideful pup should be flattered to find that Schlitz is his master's choice in beer. Adv. from Life, Feb. 18, 1952. Appl. author: Young & Rubicam, inc. © 15Feb52; KK73753.

If you like beer you'll love Schlitz. Adv. from Milwaukee sentinel, May 12, 1952, p. 5. Appl. author: Leo Burnett Co., inc. © 12May52; KK74713.

If you like beer you'll love Schlitz. Adv. from Milwaukee sentinel, May 19, 1952, p. 14. Appl. author: Leo Burnett Co., inc. © 19May52; KK74714.

If you like beer you'll love Schlitz. Adv. from Milwaukee sentinel, May 26, 1952, p. 5. Appl. author: Leo Burnett Co., inc. © 26May52; KK74715.

If you like beer you'll love Schlitz. Adv. from Milwaukee sentinel, June 2, 1952, p. 4. Appl. author: Leo Burnett Co., inc. © 2Jun52; KK74718.

If you like beer you'll love Schlitz. Adv. from Milwaukee sentinel, June 9, 1952, p. 3 - 2nd section. Appl. author: Leo Burnett Co., inc. © 9Jun52; KK74720.

If you like beer you'll love Schlitz. Adv. from Milwaukee sentinel, June 16, 1952, p. 4 - 2nd section. Appl. author: Leo Burnett Co., inc. © 16Jun52; KK74722.

It has to be fine. Schlitz, the beer that made Milwaukee famous. cChinese and Japanese. Adv. from Hawaii times, Honolulu, Hawaii, July 24, 1951. Appl. author: Young & Rubicam, inc. © 24Jul51; KK74844.

It has to be fine. Schlitz, the beer that made Milwaukee famous. cChinese and Japanese. Adv. from Hawaii times, Honolulu, Hawaii, July 26, 1951. Appl. author: Young & Rubicam, inc. © 26Jul51; KK74845.

It has to be fine. Schlitz, the largest-selling beer in the world. cChinese and Japanese. Adv. from Hawaii times, Honolulu, Hawaii, Aug. 7, 1951. Appl. author: Young & Rubicam, inc. © 7Aug51; KK74841.

It has to be fine. Schlitz, the largest-selling beer in the world. cChinese and Japanese. Adv. from Hawaii times, Honolulu, Hawaii, Aug. 9, 1951. Appl. author: Young & Rubicam, inc. © 9Aug51; KK74843.

It has to be fine. Schlitz, the largest-selling beer in the world. cChinese and Japanese. Adv. from Hawaii times, Honolulu, Hawaii, July 1951. Appl. author: Young & Rubicam, inc. © 31Jul51; KK74842.

It has to be fine to be first! From first taste, you'll notice the special taste of Schlitz beer. Adv. from Norwich, N. Y. sun, July 25, 1951. Appl. author: Young & Rubicam, inc. © 25Jul51; KK69843.

It has to be fine to be first! Many beers cost less than Schlitz. Adv. from Norwich, N. Y. sun, July 11, 1951. Appl. author: Young & Rubicam, inc. © 11Jul51; KK69842.

It has to be fine to be first! More people like the taste of Schlitz than any other beer? Adv. from Norwich, N. Y. sun, Aug. 1, 1951. Appl. author: Young & Rubicam, inc. © 1Aug51; KK69841.

It has to be fine to be first! People tend to like and buy the beer that tastes best to them. Adv. from Norwich, N. Y. sun, June 27, 1951. Appl. author: Young & Rubicam, inc. © 27Jun51; KK69845.

It has to be fine to be first! Schlitz, the beer that made Milwaukee famous. Adv. from Norwich, N. Y. sun, June 13, 1951. Appl. author: Young & Rubicam, inc. © 13Jun51; KK69839.

Schlitz (JOS.) BREWING COMPANY ©.
Cont'd.

It has to be fine to be first!
Schlitz, the beer that made
Milwaukee famous. Adv. from
Norwich, N. Y. sun, June 20, 1951.
Appl. author: Young & Rubicam, inc.
© 20Jun51; KK69840.

It has to be fine to be first!
So many people like the taste of
Schlitz that it's the largest-
selling beer in America. Adv.
from Norwich, N. Y. sun, July 18,
1951. Appl. author: Young &
Rubicam, inc. © 18Jul51; KK69844.

It has to be fine to be first!
Why is Schlitz the largest-selling
beer in America? Adv. from
Norwich, N. Y. sun, July 3, 1951.
Appl. author: Young & Rubicam, inc.
© 3Jul51; KK69846.

It has to be fine to be first in
sales. More people like the taste
of Schlitz than any other beer.
That's why every day more and more
people are changing to Schlitz.
Adv. from Honolulu advertiser,
Aug. 22, 1951. Appl. author:
Young & Rubicam, inc. © 22Aug51;
KK69127.

It has to be fine to be first in
sales. More people like the taste
of Schlitz than any other beer.
This fact explains why more and
more people are changing to Schlitz
every day. Adv. from Honolulu ad-
vertiser, July 25, 1951. Appl.
author: Young & Rubicam, inc.
© 25Jul51; KK69126.

It has to be fine to be first in
sales. People tend to like and buy
the beer that tastes best to them.
Schlitz. Adv. from Honolulu ad-
vertiser, Aug. 1, 1951. Appl.
author: Young & Rubicam. © 1Aug51;
KK69128.

Knowing that Schlitz beer is first in
sales in the U. S. A. ... Adv.
from Beer distributor, Oct. 1951,
p. 17. Appl. author: Young &
Rubicam, inc. © 15Oct51; KK69125.

No wonder Schlitz wholesalers are
happy wholesalers, year after year
after year. Schlitz, the beer that
made Milwaukee famous. Adv. from
Beer distributor, Sept. 1951, p.
20. Appl. author: Young & Rubicam,
inc. © 15Sep51; KK69075.

On TV every Friday night: Schlitz
Playhouse of Stars ... The beer
that made Milwaukee famous. Adv.
from Life, Nov. 19, 1951, p. 136.
Appl. author: Young & Rubicam, inc.
© 16Nov51; KK72537.

The only beer expert who matters is
the one you see in your mirror.
Best Schlitz brewed in 103 years.
Adv. from Racine journal-times,
Racine, Wis., Dec. 26, 1951, p.
14. Appl. author: Young & Rubi-
cam, inc. © 26Dec51; KK73778.

A pleasant interruption. Millions of
people, like the gentleman here,
brighten at the prospect of Schlitz
any time. (Beer) Adv. from Look,
Mar. 11, 1952. Appl. author: Young
& Rubicam, inc. © 26Feb52; KK73752.

Progress is people! Progress is the
living record of what people do
with opportunity ... (Beer) Adv.
from Milwaukee journal, Dec. 31,
1951, p. 31. Appl. author: Young
& Rubicam, inc. © 31Dec51; KK73748.

Schlitz beer and the trucks that carry
it have one very profitable thing in
common ... Adv. from Beer distri-
butor, Nov. 1951, p. 32. Appl. au-
thor: Young & Rubicam, inc.
© 15Nov51; KK72532.

Schlitz salutes: Dr. Robert C.
Bennett ... The beer that made
Milwaukee famous. Adv. from the
Michigan chronicle, Detroit, Mich.,
Oct. 20, 1951. Appl. author: Young
& Rubicam, inc. © 20Oct51; KK69836.

Schlitz salutes: Edward Davis ... The
beer that made Milwaukee famous.
Adv. from Detroit chronicle, Oct. 27,
1951, p. 21. Appl. author: Young &
Rubicam, inc. © 27Oct51; KK72531.

Schlitz salutes: Ethel Ramos Harris
... The beer that made Milwaukee
famous. Adv. from Pittsburgh
Courier, Dec. 8, 1951, p. 4. Appl.
author: Young & Rubicam, inc.
© 8Dec51; KK73774.

Schlitz salutes: John C. Dancy ...
The beer that made Milwaukee
famous. Adv. from Michigan chron-
icle, Dec. 5, 1951, p. 10. Appl.
author: Young & Rubicam, inc.
© 5Dec51; KK73754.

Schlitz salutes: Mr. Alexander J.
Allen ... The beer that made Milwau-
kee famous. Adv. from Pittsburgh
courier, Nov. 3, 1951, p. 14. Appl.
author: Young & Rubicam, inc.
© 3Nov51; KK72535.

Schlitz salutes: Mr. Euclid Taylor ...
The beer that made Milwaukee famous.
Adv. from Chicago, Ill. defender,
Sept. 22, 1951. Appl. author:
Young & Rubicam, inc. © 22Sep51;
KK69835.

Schlitz salutes: Mr. Julius A. Thomas
... The beer that made Milwaukee
famous. Adv. from Chicago defender,
Nov. 3, 1951, p. 18. Appl. author:
Young & Rubicam, inc. © 3Nov51;
KK73777.

Schlitz salutes: Mr. M. Stewart Thomp-
son ... The beer that made Milwaukee
famous. Adv. from Detroit chron-
icle, Nov. 3, 1951, p. 12. Appl.
author: Young & Rubicam, inc.
© 3Nov51; KK72528.

Schlitz salutes: Mr. Noble Sissle
... The beer that made Milwaukee
famous. Adv. from Michigan chron-
icle, Nov. 10, 1951, p. 10. Appl.
author: Young & Rubicam, inc.
© 10Nov51; KK73758.

Schlitz salutes: Mr. Paul F. Jones ...
The beer that made Milwaukee famous.
Adv. from Pittsburgh courier, Oct.
27, 1951, p. 8. Appl. author: Young
& Rubicam, inc. © 27Oct51; KK72530.

Schlitz salutes: Mr. Ralph H.
Metcalfe ... The beer that made
Milwaukee famous. Adv. from
Chicago, Ill. defender, Oct. 13,
1951. Appl. author: Young & Rubicam,
inc. © 13Oct51; KK69837.

Schlitz salutes: Mr. Roi Ottley ...
The beer that made Milwaukee famous.
Adv. from the Chicago defender,
Chicago, Ill., Sept. 29, 1951.
Appl. author: Young & Rubicam,
inc. © 29Sep51; KK69834.

Schlitz salutes: Mr. Ted Poston ...
The beer that made Milwaukee famous.
Adv. from Detroit chronicle, Nov.
17, 1951, p. 5. Appl. author:
Young & Rubicam, inc. © 17Nov51;
KK73776.

Schlitz salutes: Mrs. Toki Schalk
Johnson ... The beer that made
Milwaukee famous. Adv. from Pitts-
burgh courier, Dec. 15, 1951, p. 17.
Appl. author: Young & Rubicam, inc.
© 15Dec51; KK73773.

Schlitz salutes: Percival Leroy
Prattis ... The beer that made
Milwaukee famous. Adv. from
Pittsburgh Courier, Dec. 1, 1951,
p. 15. Appl. author: Young &
Rubicam, inc. © 1Dec51; KK73755.

Schlitz salutes: the Honorable Bertha
J. Diggs ... The beer that made
Milwaukee famous. Adv. from Amster-
dam news, New York, Oct. 27, 1951,
p. 33. Appl. author: Young &
Rubicam, inc. © 27Oct51; KK72529.

Schlitz salutes: the Honorable Fred-
erick S. Weaver ... The beer that
made Milwaukee famous. Adv. from
Amsterdam news, New York, Nov. 3,
1951, p. 27. Appl. author: Young
& Rubicam, inc. © 3Nov51; KK72527.

Schlitz, the beer that made Milwaukee
famous. And to all the many friends
of Schlitz. Adv. from Life, Dec.
10, 1951. Appl. author: Young &
Rubicam, inc. © 7Dec51; KK70510.

Schlitz, the beer that made Milwaukee
famous. Howdy, pardner! Adv. from
Eagle magazine, Nov. 1951. Appl.
author: Young & Rubicam, inc.
© 25Oct51; KK69847.

Schlitz, the beer that made Milwaukee
famous. Schlitz tastes so good.
Radio headliner: The halls of ivy.
Adv. from Life, Oct. 8, 1951. Appl.
author: Young & Rubicam, inc.
© 5Oct51; KK69123.

Schlitz, the beer that made Milwaukee
famous. Schlitz tastes so good.
Television Friday, see Schlitz
film firsts. Adv. from Life, Sept.
10, 1951. Appl. author: Young &
Rubicam, inc. © 7Sep51; KK69124.

Sound way to test beer. Adv. from
the Milwaukee journal, Milwaukee,
Wis., Nov. 7, 1951, p. 43.
Appl. author: Young & Rubicam, inc.
© 7Nov51; KK69849.

Starting Friday on TV, Schlitz Play-
house of Stars presents Irene Dunne.
(Beer) Adv. from Chicago herald
American, May 28, 1952, p. 10.
Appl. author: Leo Burnett Co., inc.
© 28May52; KK74716.

Strike up an acquaintance with Schlitz
in 7 oz. bottles. The beer that made
Milwaukee famous. Adv. from National
bowlers journal & billiard review,
Dec. 1951, p. 44. Appl. author:
Young & Rubicam, inc. © 10Dec51;
KK73759.

Tastes so good it's America's larg-
est seller. Schlitz, the beer that
made Milwaukee famous. (Horsewoman)
Poster. Appl. author: Young &
Rubicam, inc. © 20Sep51; KK72551.

Tells you how much, but not how good.
Schlitz, the beer that made Milwau-
kee famous. Adv. from the Milwaukee
journal, Aug. 31, 1951, p. 3. Appl.
author: Young & Rubicam, inc.
© 31Aug51; KK69062.

Thanks, Milwaukee. This familiar
trade-mark stands for more than a
famous brand of beer ... Schlitz
the beer that made Milwaukee famous.
Adv. from Milwaukee sentinel, Dec.
30, 1951, p. 21. Appl. author:
Young & Rubicam, inc. © 30Dec51;
KK73770.

This is a beer lover's elbow. As long
as it bends, you're in business ...
No beer in history has ever been
more successful at bending elbows
than Schlitz. Adv. from Wisconsin
beverage journal, Jan. 1952. Appl.
author: Young & Rubicam, inc.
© 5Jan52; KK73749.

This is a beer-lover's elbow ... As
Schlitz wholesalers know, no beer in
history has ever been more success-
ful at bending elbows than the beer
that made Milwaukee famous. Adv.
from Beer distributor, Jan. 1952.
Appl. author: Young & Rubicam, inc.
© 15Jan52; KK73750.

SCHLITZ (JOS.) BREWING COMPANY ©.
Cont'd.

Tomorrow night on TV, Schlitz Playhouse of Stars. (Beer) Adv. from Chicago herald American, May 29, 1952, p. 26. Appl. author: Leo Burnett Co., inc. © 29May52; KK74717.

Tonight on TV Irene Dunne introduces the play of the week on Schlitz Playhouse of Stars. (Beer) Adv. from Milwaukee sentinel, June 13, 1952, p. 2 - 2nd section. Appl. author: Leo Burnett Co., inc. © 13Jun52; KK74721.

Tonight on TV Schlitz Playhouse of Stars. (Beer) Adv. from Milwaukee sentinel, June 6, 1952, p. 12 - 2nd section. Appl. author: Leo Burnett Co., inc. © 6Jun52; KK74719.

Top brand in taste and sales. Schlitz, the beer that made Milwaukee famous. Poster. Appl. author: Young and Rubicam, inc. © 20Feb52; KK74482.

Two merry reasons for giving Schlitz this Christmas. So convenient to give candy So marvelous to get. (Beer) Adv. from Milwaukee sentinel, Dec. 19, 1951, p. 12. Appl. author: Young & Rubicam, inc. © 19Dec51; KK73757.

Two profit-wise reasons for pushing Schlitz this Christmas. Schlitz is first in sales in the U.S.A. ... (Beer) Adv. from Wisconsin beverage journal, Dec. 1951. Appl. author: Young & Rubicam, inc. © 5Dec51; KK73756.

Under this cap, the best Schlitz brewed in 103 years. The beer that made Milwaukee famous. Adv. from the Milwaukee journal, Sept. 12, 1951, p. 43. Appl. author: Young & Rubicam, inc. © 12Sep51; KK69077.

Walter Hampden ... See TV's brightest stars exclusively on: Schlitz Playhouse of Stars ... The beer that made Milwaukee famous. Adv. from Life, Dec. 10, 1951, p. 169. Appl. author: Young & Rubicam, inc. © 7Dec51; KK72539.

Walter Hampden ... See TV's brightest stars exclusively on: Schlitz Playhouse of Stars ... The beer that made Milwaukee famous. Adv. from Life, Dec. 10, 1951, p. 169. Appl. author: Young & Rubicam, inc. © 7Dec51; KK72539.

Welcome delegates, in great, big capital letters! We've put our welcome in capital letters for one very important reason ... The beer that made Milwaukee famous. Adv. from Philadelphia observer, Nov. 12, 1951, p. 5. Appl. author: Young & Rubicam, inc. © 12Nov51; KK72538.

Welcome. Now you can visit our brewery anytime, including Saturdays. Adv. from the Milwaukee journal, Milwaukee, Wis., Sept. 5, 1951. Appl. author: Young & Rubicam, inc. © 5Sep51; KK69850.

Welcome. Now you can visit our brewery anytime, including Saturdays. Schlitz, the beer that made Milwaukee famous. Adv. from Green Bay, Wis. press gazette, Sept. 5, 1951. Appl. author: Young & Rubicam, inc. © 5Sep51; KK69833.

Welcome to Milwaukee, Mr. Ted Mack and the original amateur hour. The beer that made Milwaukee famous. Adv. from Milwaukee, Wis. journal, Nov. 1, 1951. Appl. author: Young & Rubicam, inc. © 1Nov51; KK69838.

Worth a cheer anytime. Millions of Americans find the light, bright taste of Schlitz beer something to cheer about ... Adv. from Milwaukee sentinel, Jan. 21, 1952, p. 5. Appl. author: Young & Rubicam, inc. © 21Jan52; KK73751.

You can decide in a matter of seconds. You can make up your mind about Schlitz beer in the time it takes you to pour yourself a glass and taste it. Adv. from the Milwaukee journal, Milwaukee, Wis., Oct. 10, 1951, p. 39. Appl. author: Young & Rubicam, inc. © 10Oct51; KK69848.

You can hang your hat on this: This is the beautiful truth about Schlitz ... The beer that made Milwaukee famous. Adv. from the Milwaukee journal, Milwaukee, Wis., Oct. 24, 1951, p. 43. Appl. author: Young & Rubicam, inc. © 24Oct51; KK69832.

You have a date with the Colmans Wednesday nights ... The beer that made Milwaukee famous. Adv. from Life, Dec. 3, 1951, p. 172. Appl. author: Young & Rubicam, inc. © 30Nov51; KK72536.

SCHLUETER-HOEVELER ASSOCIATES, INC. ©.
Cold applied emulsified coal tar pitch, Korobar. Label. © 15Oct51; KK69002.

SCHLUMBOHM, PETER ©.
Fahrenheit Beautilities. Introducing Twinbin ice cube pail buffet. Sheet. © 21Nov51; KK72364.

SCHLUMBOHM, PETER.
Chemex Coffeemaker. KK74119. SEE Chemex Corporation.

The chemist's way of making coffee. KK71483. SEE Chemex Corporation.

The chemist's way of making coffee or tea: Chemex. KK72275. SEE Chemex Corporation.

Fahrenheit Filterfan: no propeller, no danger, no cage, no pulsations ... KK74352. SEE Chemex Corporation.

The 7 in 1 Tempot, hot or cold. KK74658. SEE Chemex Corporation.

SCHMID, HOWARD ©.
Dri leather proofing. KK71279. SEE B-Dri Company, inc.

SCHMIDT (C.) AND SONS, INC. ©.
Here's where you get the very best. Schmidt's of Philadelphia, light beer. (Tavern scene) Poster. Appl. author: Maylock Artmann. © 8Jan52 (in notice: 1951); KK69898.

Pleasure bound, with the very best. Schmidt's of Philadelphia, Tiger Head brand ale. (Skier with tray) Poster. Appl. author: Maylock Artmann. © 18Jan52 (in notice: 1951); KK69899.

Schmidt's of Philadelphia. None better since 1860. Your very best buy. (Bottle stand. Ale) Poster. Appl. author: Maylock Artmann. © 14Apr52 (in notice: 1951); KK72770.

Serve the very best. Schmidt's of Philadelphia Tiger Head brand ale. Ale as ale should be. (Tennis) Poster. Appl. author: Maylock Artmann. © 14Apr52 (in notice: 1951); KK72769.

Take me home; I'm the very best. (Bow tie. Ale) Poster. Appl. author: Maylock Artmann. © 14Apr52 (in notice: 1951); KK72768.

We serve the very best. Schmidt's beer and ale. Tiger and old timer. Display card. Appl. author: Maylock Artmann. © 26Dec51; KK69707.

SCHOENEMAN (J.) INC. ©.
Hammer 'Nails can take it. (Men's suits) Sheet. Appl. author: Charles Cahn. © 24Jun52; KK74769.

Newspaper mats for spring & summer suitings, 1952. Kingswidge custom fabric. (Men's clothing) Portfolio. Appl. author: Charles Cahn. © 30Jan52; KK70156.

Newspaper mats, summer 1952. Imported Coronado, as featured in Life. (Men's clothing) Sheets. Appl. author: Charles Cahn. © 13Mar52; KK71466.

Take a letter about Coronado. It's imported, it's cool, it's stylish, and of course it holds its shape. (Men's clothing) Adv. from Life, May 12, 1952, p. 55. Appl. author: Charles Cahn. © 12May52; KK73375.

SCHOENEWALD, LOUIS CHARLES.

The Rich Plan, a better way of living. KK74195 ... SEE Rich Plan Corporation.

SCHOFIELD MANUFACTURING COMPANY ©.
Supplemental "Select-O-Chart" S. O. C.-152 showing additional Schofield panels to the bottom of our "Select-O-Chart" S. O. C.-150. (Auto-body replacement panels) Sheet. © 15Jan52; KK70450.

SCHOLL, WILLIAM MATHIAS.
Dr. Scholl's Copeg shoes for men. KK73611. SEE Scholl Manufacturing Company, inc.

Dr. Scholl's custom made shoes. KK72039. SEE Scholl Manufacturing Company, inc.

PoroPlast, the first and only non-perforated ... KK69271. SEE Scholl Manufacturing Company, inc.

SCHOLL MANUFACTURING COMPANY, INC.
Dr. Scholl's Copeg shoes for men. The only shoe of its kind in the world. Folder. Appl. author: William Mathias Scholl. © The Scholl Mfg. Co., inc.; 5May52; KK73611.

Dr. Scholl's custom made shoes. A special service for your customers now. Your choice of 2 simplified ways to order custom made shoes. Folder. Appl. author: William Mathias Scholl. © The Scholl Mfg. Co., inc.; 26Mar52; KK72039.

PoroPlast, the first and only non-perforated, ventilating, porous, stretch adhesive bandage. Folder. Appl. author: William Mathias Scholl. © The Scholl Manufacturing Co., inc.; 3Dec51; KK69271.

SCHRAMM, INC. ©.
Schramm sales manual. (Air compressors, tools and accessories) 247 p. Appl. author: George Brinton Comfort. © 27Mar52; KK71984.

SCHULTZ, GLADYS.
Time out. KK72909 ... SEE Elgin National Watch Company.

SCHULTZ, RICHARD ROBERT.
Get on the brand wagon ... Mass-purchase Osborn brushes along with other industrial supplies, all on 1 order from: KK74540 ... SEE Osborn Manufacturing Company.

SCHWARTZ, ALFRED C.
Bottled soft drinks - food for thirst. Typographical eras. Sheet. © 1May52; KK73846.

SCHWARTZ, NATHAN RODNEY.
Mounting instructions. KK73377. SEE
Swivelier Company, inc.

SCHWENDEMAN, ALBERT HAROLD.
It's new; it's terrific; it draws!
House open for inspection. (Signs)
Sheet. © A. H. Schwendeman;
10Mar52; KK73186.

SCIENTIFIC GLASS APPARATUS COMPANY,
INC. ©.
What's new for the laboratory. (Lab-
oratory equipment) 15 p. Appl.
author: William O. Geyer. © 9May52;
KK74007.

SCIOSCIA, ORESTE R. ©.
Anti-Spor Safti-Clipper oil. Made
hair-clipper history. Anti-Spor
removes grit, lubricates and helps
keep blades sharp. Contents 16 fl.
oz. Label. © 22Jul46; KK73226.

SCOTT, ELIZABETH MACKAY.
Custom patterns, cut to your own
measurements. KK70227. SEE
Scott Publishing Company.

SCOTT PUBLISHING COMPANY ©.
Custom patterns, cut to your own
measurements. No. 707. Adv. Appl.
author: Elizabeth Mackay Scott.
© 2Jan52; KK70227.

SCOTT'S LIQUID GOLD PRODUCTS COMPANY.
Scott's liquid gold furniture
cleaner and polish. Label. Appl.
authors: Scott's Liquid Gold
Products, Jerome J. Goldstein.
© Jerome J. Goldstein, Max Gold-
stein, Ivan Goldstein, d.b.a.
Scott's Liquid Gold Products Co.;
31May51; KK70675.

SCUDDER SYRUP COMPANY ©.
Brownie brand cane & maple syrup.
12 fl. ozs. Label. Appl. author:
Josephine K. Cirese. © 1Apr52;
KK73363.

SEAGREN, JOHN.
Atlas Imperial Diesel engines.
Model 45. KK71828. SEE National
Supply Company.
Superior engines. Marine Diesels.
KK71205. SEE National Supply
Company.
Stationary Diesel. Atlas Imperial
Diesel engines. Model 45. KK71832.
SEE National Supply Company.

Stationary Diesel Superior engines.
Model 40. KK71829. SEE National
Supply Company.

Stationary Diesel Superior engines.
Model 65. KK71831. SEE National
Supply Company.

Stationary Diesel Superior engines.
Models 60 and 80. KK71830.
SEE National Supply Company.

SEALED POWER CORPORATION ©.
Here's what to do, if your car or
truck smokes too much ... buy it a
new set of Sealed Power piston
rings. Adv. from the Progressive
farmer, Feb. 1952, p. 10. Appl.
author: Arthur F. Otis. © 15Jan52;
KK70221.

SEARLE (G. D.) AND COMPANY ©.
Banthine bromide brand of methanthe-
line bromide. (Pharmaceutical
product) Folder. © 15Jan52 (in
notice: 1951); KK71719.

SEARS, Cecelia and G. Fred Swanson,
d.b.a. S and S Products Company. SEE
S and S Products Company.

SEARS, ROEBUCK AND COMPANY ©.
Charmode Softie pure latex girdle.
Soft as a rose petal. Label.
© 1Apr52; KK72608.

SECURITY INSURANCE COMPANY OF
NEW HAVEN ©.
For America's prosperous farmers,
special types of insurance. Agency
sales bulletin. Folder. Appl.
author: Wilson, Haight & Welch,
inc. © 2Jan52; KK69779.

Inflation makes more insurance essen-
tial. Agency sales bulletin. Fold-
er. Appl. author: Wilson, Haight
& Welch, inc. © 2Apr52; KK72340.

SECURITY SASH AND SCREEN COMPANY ©.
So nice to come home to! Security
Secur-Seal combination storm sash.
Folder. Appl. author: Advisors,
inc. © 13Feb52; KK70629.

Why wait. Security self-storing model
MW combination window. Adv. from
Building specialties, Oct. 1951,
p. 14. Appl. author: Advisors,
inc. © 8Oct51; KK69030.

SEEDS (RUSSEL M.) COMPANY.

America's favorite writing fluid,
Sheaffer's Skrip. KK73496. SEE
Sheaffer (W. A.) Pen Company.

At the moment of opening and far into
the future, Sheaffer's new TM will
be the gift most prized of all ...
KK73587. SEE Sheaffer (W. A.) Pen
Company.

Can you think of any gift more useful
to the bride than this? KK73482.
SEE Sheaffer (W. A.) Pen Company.

Elgin American masterpieces fashion-
right, day and night. KK73406.
SEE Elgin American.

Enduring beauty, years of service,
unbounded pride of possession.
KK73505. SEE Sheaffer (W. A.)
Pen Company.

Everybody loves Elgin American gifts.
KK73404. SEE Elgin American.

The excitement of receiving Sheaffer's
new TM is surpassed only by the
pleasure that mounts with each use
through the years ... KK73488.
SEE Sheaffer (W. A.) Pen Company.

Far into the future your gift of
Sheaffer's TM will be deeply appre-
ciated ... KK73501. SEE Sheaffer
(W. A.) Pen Company.

For a lasting impression, Sheaffer's
slender new TM will be the brightest
star in any surroundings ...
KK73483. SEE Sheaffer (W. A.) Pen
Company.

Give Sheaffer's TM, newest for years
to come. KK73481. SEE Sheaffer
(W. A.) Pen Company.

An investment in the future. KK73508.
SEE Sheaffer (W. A.) Pen Company.

Less weight - less work! KK73498.
SEE Sheaffer (W. A.) Pen Company.

Like the warm glow of companionship,
your gift of Sheaffer's new TM will
be an unforgettable part of this
Christmas ... KK73484. SEE
Sheaffer (W. A.) Pen Company.

Long after the tree has been taken
down, the trimmings tucked away,
the Sheaffer's TM you give will
keep Christmas memories aglow ...
KK73494. SEE Sheaffer (W. A.)
Pen Company.

Never forgotten, the Sheaffer's TM you
give will live on in service and in-
creasing satisfaction long after the
other gifts are gone ... KK73495.
SEE Sheaffer (W. A.) Pen Company.

No one has everything until a Sheaf-
fer's TM desk set becomes a prized
possession ... KK73503. SEE
Sheaffer (W. A.) Pen Company.

Not just a polite thank you, but heart-
felt gratitude and appreciation are
your rewards for choosing Sheaffer's
TM desk set. KK73480. SEE Sheaf-
fer (W. A.) Pen Company.

Packed with pick-me-up appeal.
KK73489. SEE Sheaffer (W. A.)
Pen Company.

Pencil thin, finger trim! KK73492.
SEE Sheaffer (W. A.) Pen Company.

Qualities which make a gift so deeply
appreciated are yours to give most
generously in Sheaffer's new TM ...
KK73493. SEE Sheaffer (W. A.) Pen
Company.

Sheaffer's TM, the line of least re-
sistance ... KK73499. SEE Sheaf-
fer (W. A.) Pen Company.

Signature engraved, the gift that says,
just for you, Sheaffer's TM.
KK73500. SEE Sheaffer (W. A.) Pen
Company.

Slender beauty to delight the hand and
eye, performance to foster deepest
pride. KK73506. SEE Sheaffer (W.
A.) Pen Company.

Takes a load off your hand. Sheaffer's
new TM is built for comfort ...
KK73490. SEE Sheaffer (W. A.) Pen
Company.

The thinner, the better. KK73509.
SEE Sheaffer (W. A.) Pen Company.

This gift and you will never be for-
gotten. KK73491. SEE Sheaffer
(W. A.) Pen Company.

This gift combines pleasure and pride,
service and satisfaction, year-in,
year-out dependability. KK73502.
SEE Sheaffer (W. A.) Pen Company.

Two honored names, universal symbols
of treasured possession. KK73405 ...
SEE Elgin American.

The user's own signature, timelessly
engraved in the rich 14K gold bands
... KK73486. SEE Sheaffer (W. A.)
Pen Company.

We wish it were possible to forecast
the years of pleasure your Sheaf-
fer's TM gift will bring ...
KK73505. SEE Sheaffer (W. A.) Pen
Company.

Write your future with these pens, in
school, in service and in business.
KK73497. SEE Sheaffer (W. A.) Pen
Company.

Young or old everyone wants the gift
that's truly up to date. KK73485.
SEE Sheaffer (W. A.) Pen Company.

Your writing can't help but improve.
KK73507. SEE Sheaffer (W. A.) Pen
Company.

Yours for a well-placed whisper.
KK73408. SEE Elgin American.

SEEMAN BROTHERS, INC. ©.
Air-Wick now proved 3 times as effec-
tive as other deodorizers. Adv.
from Cosmopolitan magazine, Feb.
1952, p. 81. Appl. author: William
H. Weintraub & Co., inc. © 25Jan52;
KK74084.

SEGAL, BEN.
Bengal's bonus bonanza. KK70666. SEE
Bengal Company.

SEHLIN, ALPHA ©.
Homes from Pic. Blueprints available.
Over 100 illustrations and floor
plans. Booklet. © 15Jan52;
KK70291.

SEIDENBAUM, WILLIAM G.
America's most useful pencil.
KK71232. SEE Norma Pencil Cor-
poration.

SEIPT, RICHARD.

Service in stampings. KK69757.
SEE Laminated Shim Company, inc.

SELBY, EV.

Escalator. KK70321. SEE
Selby (Ev) and Company.

SELBY (EV) AND COMPANY ©.

Escalator. Multi-purpose auto
V-Pak. (Auto accessory)
Folder. Appl. author: Ev Selby.
© 17Jan52; KK70321.

SELL'S SPECIALTIES, INC. ©.

Sell's cooked, ready to eat chili con
carne. Cooked within a vacuumized
heat-sealed plastic bag. Label.
© 1Nov51; KK68877.

Sell's cooked, ready to eat meat loaf.
Browned in pure refined lard ...
Label. © 1Nov51; KK68879.

Sell's cooked, ready to eat spaghetti
meat sauce. Cooked within a vacuum-
ized heat-sealed plastic bag. La-
bel. © 1Nov51; KK68878.

Sell's cooked, ready to eat Spanish
sauce. Cooked within a vacuumized
heat-sealed plastic bag. Label.
© 1Nov51; KK68875.

Sell's ready to eat, whole golden
browned turkey without giblets. La-
bel. © 1Nov51; KK68876.

SELMEIER, LEWIS W.

I use the new 1952 Estate range be-
cause it grills, bakes, barbecues,
says nation's foremost authority on
good food, Duncan Hines. KK71967.
SEE Estate Stove Company.

1952 Estate sales aids. KK71297.
SEE Estate Stove Company.

SEMLER (R. B.) INC. ©.

New unbreakable re-usable plastic
squeeze bottle. Kreml cream hair
dressing. Kreml shampoo. Adv. from
Post exchange, Apr. 1952, p. 13.
Appl. author: Monroe F. Dreher, inc.
© 1Apr52; KK72139.

No other hair tonic gives you Kreml's
one-two action. Adv. from Life,
Mar. 3, 1952, p. 47. Appl. author:
Monroe F. Dreher, inc. © 28Feb52;
KK72138.

Relax in the barber chair. Enjoy a
soothing few minutes; look better,
feel better. Kreml hair tonic.
Adv. from Sporting news, Jan. 23,
1952, p. 25. Appl. author: Monroe
F. Dreher, inc. © 23Jan52; KK72137.

We Powers models use only Kreml
shampoo, say Dee Lowry and Olga
Nicholas. Adv. from Better living,
Apr. 1952, p. 80. Appl. author:
Monroe F. Dreher, inc. © 13Mar52;
KK72136.

SERTA ASSOCIATES, INC. ©.

Now exclusive tension-free support
answers your mattress question.
Serta Perfect Sleeper. (Bedding)
Adv. from Good housekeeping, Feb.
1952. Appl. author: A Martin
Rothardt, inc. © 20Jan52;
KK70904.

SERVICE Station Supply Division, Wilco
Company. SEE Wilco Company. Service
Station Supply Division.

SEVEN-UP COMPANY.

The all-family drink. 7 Up. (Soft
drink) Adv. from Comic weekly,
Chicago herald & American, June 1,
1952, p. 5. Appl. author J. Wal-
ter Thompson Co. © The Seven-
Up Co.; 1Jun52; KK74592.

The all-family drink. 7 Up.
(Soft drink) Adv. from Look
magazine, Sept. 11. 1951. p. 3 of

cover. Appl. author: J. Walter
Thompson Co. © The Seven-Up Co.;
28Aug51; KK69777.

The fresh up family drink. So pure,
so good, so wholesome for everyone
including the tiniest tots. 7 Up.
(Soft drink) Adv. from the Satur-
day evening post, Mar. 1, 1952,
p. 5. Appl. author: J. Walter
Thompson Co. © The Seven-Up Co.;
27Feb52; KK71849.

Fresh up with Seven-Up. (Soft drink)
Adv. from the Comic weekly section
of the Chicago herald American,
Apr. 13, 1952, p. 5, section 2.
Appl. author: J. Walter Thompson
Co. © The Seven-Up Co.; 13Apr52;
KK74087.

Fresh up with 7 Up, the all family
drink. (Soft drink) Adv. from
Herald and American, Chicago,
Jan. 20, 1952, p. 5. Appl. author:
J. Walter Thompson Co. © The
Seven-Up Co.; 20Jan52; KK71032.

Fresh up with Seven-Up. The all-
family drink. (Soft drink)
Adv. from Ladies' home journal,
June 1952, p. 22. Appl. author:
J. Walter Thompson Co. © The Seven-
Up Co.; 28May52; KK74594.

Fresh up with Seven-Up. The all-
family drink. (Soft drink) Adv.
from Life, Feb. 11, 1952, p. 92.
Appl. author: J. Walter Thompson
Co. © The Seven-Up Co.; 8Feb52;
KK70634.

Fresh up with Seven-Up, the all
family drink. (Soft drink) Adv.
from Life magazine, Apr. 7, 1952,
p. 111. Appl. author: J. Walter
Thompson Co. © 4Apr52; KK74088.

Fresh up with Seven-Up, the all-
family drink. (Soft drink)
Adv. from the Saturday evening
post, Dec. 29, 1951, center spread.
Appl. author: J. Walter Thompson
Co. © The Seven-Up Co.; 26Dec51;
KK69811.

"Fresh up" with Seven-Up, the all-
family drink. So pure, so good ...
(Soft drink) Adv. from the Comic
weekly, Chicago herald American,
Nov. 18, 1951. Appl. author:
J. Walter Thompson Co. © The Seven-
Up Co.; 18Nov51; KK69025.

Fresh up with Seven-Up. You like it,
it likes you. (Soft drink) Adv.
from Chicago herald-American, Feb.
17, 1952, comic section, p. 5.
Appl. author: J. Walter Thompson
Co. © The Seven-Up Co.; 17Feb52;
KK71848.

The all-family drink, 7 Up. You like
it, it likes you. (Soft drink)
Adv. from Chicago herald-American,
Mar. 16, 1952, comic section,
p. 5. Appl. author: J. Walter
Thompson Co. © The Seven-Up Co.;
16Mar52; KK71847.

Merry Christmas to all from the all-
family drink. 7up, so pure, so good
... (Soft drink) Adv. from Ladies'
home journal, Dec. 1951, p. 80.
Appl. author: J. Walter Thompson
Co. © The Seven-Up Co.; 28Nov51;
KK69026.

Only yesterday when your new car
looked like this 7 Up was just an
infant. (Soft drink) Adv. from
the Saturday evening post, Jan. 5,
1952, p. 39. Appl. author:
J. Walter Thompson Co. © The
Seven-Up Co.; 2Jan52; KK69810.

A picture of family fun. "Fresh up"
with Seven-Up. (Soft drink) Adv.
from Life, Nov. 19, 1951, p. 129.
Appl. author: H. Walter Thompson
Co. © The Seven-Up Co.; 16Nov51;
KK69024.

You like it, it likes you. Fresh up
with Seven-up. The all family drink.
(Soft drink) Adv. from Country
Gentleman, May 1952, p. 125. Appl.
author: J. Walter Thompson Co.
© 30Apr52; KK74090.

You like it; it likes you. The all
family drink. 7 Up. (Soft drink)
Adv. from the Comic weekly, Chicago
herald & American, May 11, 1952,
p. 5 - Section 2. Appl. author:
J. Walter Thompson Co. © The Seven-
Up Co.; 11May52; KK74593.

SEVIGNY'S Candy, inc., d.b.a. Festival
Candy Company. SEE Festival Candy
Company.

SEWARD, STANLEY.

To enhance the beauty of new cars.
KK73275. SEE General Tire and
Rubber Company.

320 tough rubber cleats grip in
snow, slush, mud. The General
Winter-Cleat tire. KK68974. SEE
General Tire and Rubber Company.

SEW-RITE CORPORATION ©.

Sew straight seams; save hours of
basting time. Seam-Rite seam gage.
Label. Appl. author: Harold S.
Overman. © 4Mar52; KK72987.

SEXAUER, J. A.

Like an atomic explosion. KK69753.
SEE Sexauer (J. A.) Manufacturing
Company, inc.

Sexauer calling. KK69754. SEE
Sexauer (J. A.) Manufacturing
Company, inc.

SEXAUER (J. A.) MANUFACTURING COMPANY, INC. ©.

Like an atomic explosion. (Plumbing
specialties) Folder. Appl.
author: J. A. Sexauer. © 26Dec51;
KK69755.

Sexauer calling. (Plumbing special-
ties) Folder. Appl. author: J. A.
Sexauer. © J. A. Sexauer Manufac-
turing Co., inc.; 20Dec51; KK69754.

SHACKELFORD, Dean C. and Frances Steele
Shackelford, d.b.a. Shack'O Manu-
facturing Company. SEE Shack'O
Manufacturing Company.

SHACKELFORD, Frances Steele and Dean
C. Shackelford, d.b.a. Shack'O
Manufacturing Company. SEE Shack'O
Manufacturing Company.

SHACK'O MANUFACTURING COMPANY.

Shack'O, fast as lightning cleaner.
Label. Appl. author: Dean C.
Shackelford. © Dean C. Shackelford
& Frances Steele Shackelford, d.b.a.
Shack'O Manufacturing Co.; 7Jan52;
KK69974.

SHAFER, JOHN.

Dole unsweetened sliced pineapple,
dietetic. KK70584. SEE H. P.
Company.

SHAFFER BRENNAN MARGULIS ADVERTISING COMPANY.

Audubon's Great Old Master. KK70785.
SEE St. Louis Wholesale Liquor
Company.

Brueghel's Great "Old Master".
KK70371. SEE St. Louis Wholesale
Liquor Company.

SHARP AND DOHME ©.

Designed for you. The modern prescrip-
tion department, custom built at
basic prices. (Rotary corner cabi-
net) Adv. from American druggist,
Mar. 31, 1952, p. 4 of cover. Appl.
author: Edmond G. Thomas. © 31Mar52;
KK72201.

SHARP AND DOHME ©. Cont'd.

The modern prescription department, custom built at basic prices! (Design and copy) Adv. from American druggist, Feb. 4, 1952, back cover. Appl. author: Edmond G. Thomas. © 4Feb52; KK70161.

The modern prescription department for you and your customers. (Cabinet units) Adv. from American druggist, Mar. 3, 1952, p. 4 of cover. Appl. author: Edmond G. Thomas. © 3Mar52; KK71242.

The prescription department of tomorrow can be yours today. What are your requirements? 10 ... 25 ... 100 prescriptions daily? Pharmaceuticals, biologicals. Adv. from American druggist, Jan. 7, 1952, p. 4 of cover. Appl. author: Edmond G. Thomas. © 7Jan52; KK69399.

SHAW, ALBERT E.

Lattice pie cutter. KK72055. SEE Kesco Company.

SHAW, IRVING F.

Cholmin for nutritional prophylaxis of diseases associated with impaired fat metabolism. KK73207. SEE Vitarine Company, inc.

Noestigmine methylsulfate vitarine a dependable and versatile drug. KK73206. SEE Vitarine Company, inc.

Pabensal safer and more effective salicylate therapy with paba. KK73210. SEE Vitarine Company, inc.

Plus potency, plus activity, plus value, with Superbee Plus vitamin B complex factors with vitamin B-12. KK73208. SEE Vitarine Company, inc.

Speedy response in the anemias with Rhoplex liver - B complex & vitamin B-12. KK73211. SEE Vitarine Company, inc.

Vitarine pharmaceuticals. KK73209. SEE Vitarine Company, inc.

SHAW, JOHN FREEMONT ©.

A & B thrift stamp. Value 1/2 of one cent. (General merchandise) Sheet. © 28Sep51; KK70807.

SHAW, JOHN W.

Walk away from poultry chores. KK72073. SEE Hudson (H. D.) Manufacturing Company.

SHAW, RINDA C.

Lattice pie cutter. KK72055. SEE Kesco Company.

SHAW AND SLAVSKY, INC. ©.

How to price, to sell. There's big business in budgets! Bull's-Eye pricing is budget pricing! (Price tags, price tag moldings, display tags) Folder. Appl. author: Robert John Slavsky. © 4Jan52; KK74326.

SHAW PUBLISHING COMPANY ©.

Balanced selling. If your sales are not in the above balance your competitors are getting a share of your profits. (Petroleum products) Card (in portfolio) Appl. author: Oscar R. Waller. © 25Apr52; KK72794.

SHEAFFER (W. A.) PEN COMPANY ©.

America's favorite writing fluid, Sheaffer's Skrip. Makes any pen write better ... Adv. from Detective comics, Dec. 1951, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 24Nov51; KK73496.

At the moment of opening and far into the future, Sheaffer's new TM will be the gift most prized of all ... (Pens and pencils) Adv. from

Collier's, Nov. 24, 1951, p. 11. Appl. author: Russel M. Seeds Co., inc. © 21Nov51; KK73487.

Can you think of any gift more useful to the bride than this? Her thank you notes begin its life of service ... (Fountain pen desk set) Adv. from the Los Angeles times home magazine, May 6, 1951, p. 17. Appl. author: Russel M. Seeds Co., inc. © 4May51; KK73482.

Enduring beauty, years of service, unbounded pride of possession. All in your gift of Sheaffer's. (Pens and pencils) Adv. from Redbook, Dec. 1951, p. 2 of cover. Appl. author: Russel M. Seeds Co., inc. © 24Nov51; KK73504.

The excitement of receiving Sheaffer's new TM is surpassed only by the pleasure that mounts with each use through the years ... (Pens and pencils) Adv. from Life, Nov. 26, 1951, p. 121. Appl. author: Russel M. Seeds Co., inc. © 23Nov51; KK73488.

Far into the future your gift of Sheaffer's TM will be deeply appreciated ... (Pens and pencils) Adv. from Better homes and gardens, Nov. 1951, p. 3 of cover. Appl. author: Russel M. Seeds Co., inc. © 24Oct51; KK73501.

For a lasting impression, Sheaffer's slender new TM will be the brightest star in any surroundings ... (Pens and pencils) Adv. from Parade, Nov. 25, 1951, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 21Nov51; KK73483.

Give Sheaffer's TM, newest for years to come. (Pens and pencils) Adv. from Collier's, June 2, 1951, p. 3 of cover. Appl. author: Russel M. Seeds Co., inc. © 29May51; KK73481.

An investment in the future. Your gift of Sheaffer's new TM assures unbounded years of service, pleasure and pride ... (Pens and pencils) Adv. from Coronet, Dec. 1951, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 24Dec51; KK73508.

Less weight - less work! Before Sheaffer's TM, all pens were thick because they had to be ... (Pens, pencils and writing fluid) Adv. from Time, Sept. 3, 1951, p. 50. Appl. author: Russel M. Seeds Co., inc. © 31Aug51; KK73498.

Like the warm glow of companionship, your gift of Sheaffer's new TM will be an unforgettable part of this Christmas ... (Pens and pencils) Adv. from This week, Dec. 9, 1951, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 5Dec51; KK73484.

Long after the tree has been taken down, the trimmings tucked away, the Sheaffer's TM you give will keep Christmas memories aglow ... (Pens and pencils) Adv. from Esquire, Dec. 1951, p. 3 of cover. Appl. author: Russel M. Seeds Co., inc. © 24Nov51; KK73494.

Never forgotten, the Sheaffer's TM you give will live on in service and increasing satisfaction long after the other gifts are gone ... (Pens and pencils) Adv. from Life, Dec. 3, 1951, p. 36. Appl. author: Russel M. Seeds Co., inc. © 30Nov51; KK73495.

No one has everything until a Sheaffer's TM desk set becomes a prized possession ... Adv. from Newsweek,

Nov. 19, 1951, p. 3 of cover. Appl. author: Russel M. Seeds Co., inc. © 16Nov51; KK73503.

Not just a polite thank you, but heartfelt gratitude and appreciation are your rewards for choosing Sheaffer's TM desk set. Adv. from Collier's, Dec. 8, 1951, p. 2 of cover. Appl. author: Russel M. Seeds Co., inc. © 5Dec51; KK73480.

Packed with pick-me-up appeal. Sheaffer's TM is the only truly new pen ... (Pen, pencils, and writing fluid) Adv. from the Saturday evening post, Sept. 1, 1951, p. 73. Appl. author: Russel M. Seeds Co., inc. © 28Aug51; KK73489.

Pencil thin, finger trim! Only Sheaffer's can give you the finger-easy writing comfort of the pencil-slim TM design ... (Pens, pencils and writing fluid) Adv. from Life, Aug. 13, 1951, p. 2 of cover. Appl. author: Russel M. Seeds Co., inc. © 9Aug51; KK73492.

Qualities which make a gift so deeply appreciated are yours to give most generously in Sheaffer's new TM ... (Pens and pencils) Adv. from the Saturday evening post, Dec. 15, 1951, p. 123. Appl. author: Russel M. Seeds Co., inc. © 12Dec51; KK73493.

Sheaffer's TM, the line of least resistance. You'll feel a world of difference in this great new Sheaffer's pen ... (Pens, pencils and writing fluid) Adv. from Redbook, Sept. 1951, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 24Aug51; KK73499.

Signature engraved, the gift that says, just for you, Sheaffer's TM. (Pens and pencils) Adv. from Newsweek, Aug. 27, 1951, p. 3 of cover. Appl. author: Russel M. Seeds Co., inc. © 23Aug51; KK73500.

Slender beauty to delight the hand and eye, performance to foster deepmost pride. These make Sheaffer's new TM your first gift choice ... (Pens and pencils) Adv. from the National geographic magazine, Nov. 1951, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 24Oct51; KK73506.

Takes a load off your hand. Sheaffer's new TM is built for comfort ... (Pens and pencils) Adv. from This week, Aug. 19, 1951, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 15Aug51; KK73490.

The thinner, the better. No other self-filling pen has ever held so much fluid in so slim a barrel, Sheaffer's TM. (Pens, pencils and writing fluid) Adv. from the National geographic magazine, Sept. 1951, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 24Aug51; KK73509.

This gift and you will never be forgotten. TM looks better - performs better ... (Pens and pencils) Adv. from Esquire, Sept. 1951, p. 99. Appl. author: Russel M. Seeds Co., inc. © 24May51; KK73491.

This gift combines pleasure and pride, service and satisfaction, year-in, year-out dependability. Sheaffer's TM. (Pens and pencils) Adv. from the American magazine, Dec. 1951, p. 2 of cover. Appl. author: Russel M. Seeds Co., inc. © 24Nov51; KK73502.

SHEAFFER (W. A.) PEN COMPANY ©. Cont'd.

The user's own signature, timelessly engraved in the rich 14K gold bands ... signature engraved, any signature, Sheaffer's TM. (Pens and pencils) Adv. from the Saturday evening post, Nov. 24, 1951, p. 75. Appl. author: Russel M. Seeds Co., inc. © 21Nov51; KK73486.

We wish it were possible to forecast the years of pleasure your Sheaffer's TM gift will bring ... (Pens and pencils) Adv. from Time, Dec. 10, 1951, p. 41. Appl. author: Russel M. Seeds Co., inc. © 7Dec51; KK73505.

Young or old everyone wants the gift that's truly up to date. And Sheaffer's TM is the most advanced writing equipment in the world today ... (Pens and pencils) Adv. from the American weekly, Nov. 25, 1951, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 21Nov51; KK73485.

Write your future with these pens, in school, in service [and] in business. Your Sheaffer's TM will be the newest pen for many years to come ... Adv. from the Comic weekly, Aug. 26, 1951, p. 1. Appl. author: Russel M. Seeds Co., inc. © 22Aug51; KK73497.

Your writing can't help but improve. Once you experience TM writing, the thick outdated pen you now use feels like dead weight in your hand ... (Pens, pencils, and writing fluid) Adv. from Coronet, Sept. 1951, p. 4 of cover. Appl. author: Russel M. Seeds Co., inc. © 24Aug51; KK73507.

SHEEHAN, WILLIAM B.
Easy drill selector. KK70794. SEE Standard Tool Company.

SHELL OIL COMPANY ©.

Cereal Story. (Lubricants) Adv. from the Saturday evening post, May 3, 1952, p. 2. Appl. author: J. Walter Thompson Co. © 30Apr52; KK74235.

From the Golden Age to the Golden Gate. Shell research leads to finer products, more for your money. (Petroleum products) Adv. from the Saturday evening post, Mar. 8, 1952, p. 2. Appl. author: J. Walter Thompson Co. © 5Mar52; KK73131.

How to set a glass on fire. (Lubricants) Adv. from the Saturday evening post, Apr. 5, 1952, p. 2. Appl. author: J. Walter Thompson Co. © 2Apr52; KK74236.

Turns Monday into fun-day. Shell research leads to finer products, more for your money. (Petroleum) Adv. from the Saturday evening post, Feb. 9, 1952, p. 2. Appl. author: J. Walter Thompson Co. © 6Feb52; KK71235.

SHELTON, AL.
Doodle page of the month. Craftool. Page 4, series 3. KK68742. SEE Craftool Company.

SHERMAN, CHESTER ELISHA.
Guard-A brand rubber products. KK71091. SEE Dallas Manufacturing and Sales Company.
Guard-A camelback and repair materials. KK71096. SEE Dallas Manufacturing and Sales Company.

SHERRES (MARVIN) INC.
Handmade originals for Adora-belles 'n Beaus. KK74565. SEE Leon (Alfred) inc.

SHERWIN-WILLIAMS COMPANY.

Go outside and look at your house right now. Isn't this what it needs? Sherwin-Williams SWP house paint. Adv. from the Saturday evening post, May 3, 1952, p. 80. Appl. author: Kenneth E. Moore. © The Sherwin-Williams Co.; 30Apr52; KK73112.

Isn't it time to paint your house? With this Sherwin-Williams SWP house paint. Adv. from the Saturday evening post, May 24, 1952, p. 146. Appl. author: Kenneth E. Moore. © The Sherwin-Williams Co.; 21May52; KK73921.

Take the word of the man who knows paint. In house paint it pays to buy the best. Sherwin-Williams SWP house paint. Adv. from the Saturday evening post, Apr. 12, 1952, p. 119. Appl. author: Kenneth E. Moore. © The Sherwin-Williams Co.; 9Apr52; KK72393.

SHEVLO, ALLAN.

Jinx says, your best beauty friend. KK71084 ... SEE Clairol, inc.

Miss Clairol shade selector. KK74380. SEE Clairol, inc.

Which hair color should you use ... KK74698. SEE Clairol, inc.

Yours for the asking, the new, amazing hair color bath that performs like magic ... KK74748. SEE Clairol, inc.

SHIELDS, INC. ©.

Nobody can match these sensational values by Shields. Escort; Brocado. (Men's jewelry) Adv. from Men's wear, Nov. 9, 1951, p. 14-15. Appl. author: Irving Richland. © 9Nov51; KK74328.

SHIPMAN MANUFACTURING COMPANY ©.

You can make money legitimately. It's just what you've been waiting for. Swami answers questions, tells fortunes. (Paper napkin holder) Folder. Appl. author: Jack Olson. © 18Apr52; KK73160.

SHIVER, OTIS W. ©.

What people think of Shiver's Saving System. (Produce, meat, sundries, etc.) Adv. from the Miami herald, Miami, Fla., Feb. 21, 1952, p. 8. © 21Feb52; KK72630.

SHOCHTIM UNION LOCAL NO. 598 ©.

Orthodox Rabinat Waad Hashchito of Chicago. Kosher Shochtim Union Local 598. (Poultry seal) Label. Appl. author: John B. Betti. © 15Jan52; KK69803.

SHRIMP CORPORATION OF AMERICA ©.

New! Shrimp-burger. 100 % pure shrimp on toasted bun. Poster. © 18Jan52; KK69686.

Shrimpburgers. Net weight: 24 ozs. A.V.D. Label. © 18Jan52; KK69685.

SHIRO TRADING CORPORATION ©.

America's finest hosiery. Nydeal first quality. Sheet. © 9May52; KK74170.

SHUSTER, Will, owner, Incienso de Santa Fe. SEE Incienso de Santa Fe.

SHYE, CHARLES ZIG. ©.

Here it is! The New Yorker, the world's finest, newest, the incomparable roller skate. Sheet. © 5Dec51; KK69734.

SICES, MURRAY ©.

Out of my mind, by Murray Sices. (Women's suits) Sheets. Jan. 4, 1952. © 4Jan52 (in notice: 1951); KK69756.
Mar. 10, 1952. © 10Mar52; KK71842.

SIDNEY-WILLIAMS COMPANY ©.

Buck bunny. (The ranger rabbit. Rubber toy) Label. Appl. author: Samuel W. de Koven. © 15Jan52; KK71365.

SILBERSTEIN, ALFRED J.

Be sure it's Haspel. The suit that carries the Haspel label signifies the ultimate in quality, value and good taste. KK73630. SEE Haspel Brothers, inc.

This is you in a blue worsted-Text British lounge model. KK74914. SEE House of Worsted-Text, inc.

This is you in a Tropi-Text British lounge model. KK74762 ... SEE House of Worsted-Text, inc.

This is you in a Worsted-Text British lounge model. You feel as clean-cut and crisp as an autumn breeze. KK74766. SEE House of Worsted-Text, inc.

This is you in the British lounge model worsted-Text and Tropi-Text. Required to suit the occasion, admired for comfort and style. KK74905. SEE House of worsted-Text, inc.

SILICONE PAPER COMPANY OF AMERICA, INC.

Check yourself. Are you a manufacturer? Magic lens tissue. (Silicone treated tissues) Adv. from Safety maintenance & production, Jan. 1952, p. 3. Appl. author: Henry J. Taylor. © The Silicone Paper Co. of America, inc.; 7Jan52; KK70987.

Presto, they sparkle. Magic Lens Tissues, Silicone treated. Adv. from Occupational hazards, Sept. 1951, p. 8. Appl. author: Henry J. Taylor. © The Silicone Paper Co. of America, inc.; 4Sep51; KK70879.

What DuPont saves in accidents, poor production, time and money, you can save. Magic lens tissue. Silicone treated. Adv. from Mill and factory, Feb. 1952, p. 41. Appl. author: Henry J. Taylor. © The Silicone Paper Co. of America, inc.; 7Feb52; KK70988.

SILK, DONALD FRANK.

Finest in farm and industrial machinery. KK74462. SEE Oliver Corporation.

SILTON, JASON NATHANIEL.

Double-barreled shoemanship. KK71308. SEE Mutual Shoe Company.

SILTON, MYRON L.

Hub gives the Hotfoot to sagging teenage sock sales. KK74875. SEE Hub Hosiery Mills, inc.

SILVAPLATE CORPORATION ©.

The care and preservation of your treasured silver. (Silver polishes) 19 p. Appl. author: A. L. Grey. © 4Jun51; KK69768.

SILVER, HENRY M.

Make repairs with Smooth-On. KK71559. SEE Smooth-On Manufacturing Company.

SIMMONDS AEROCESSORIES, INC.

Preliminary bulletin: Simmonds SU series fuel injection systems. (Fuel injection pump) 9 p. © Simmonds Aeroaccessories, inc., Simmonds Products, inc.; 7Mar52; KK72883.

SIMMONDS Products, Inc. SEE Simmonds Aeroaccessories, Inc.

SIMMONS COMPANY ©.

Ask the doctors. New Babybeauty mattress voted unsurpassed. Adv. from Parents, Oct. 1951, p. 106. Appl. author: Young & Rubicam, inc. © 25Sep51; KK69131.

SIMMONS COMPANY ©. Cont'd.

Babybeauty top-rated by 8 out of 10 doctors. (Mattress) Adv. from Parents, Nov. 1951, p. 84. Appl. author: Young & Rubicam, inc. © 25Oct51; KK69852.

Beat housing headaches. Two rooms for one for less than \$250. Only Simmons makes Hide-A-Bed. (Sofa beds) Adv. from the Saturday evening post, Oct. 20, 1951, p. 144. Appl. author: Young & Rubicam, inc. © 17Oct51; KK69132.

Don't just get rest -- get Beautyrest! Yours for only 2¢ a night. Adv. from Better homes & gardens, Oct. 1951. Appl. author: Young & Rubicam, inc. © 25Sep51; KK73564.

Either way, better rest for you. Beautyrest now in two different models. (Mattresses) Adv. from Living for young homemakers, Nov. 1951, p. 16. Appl. author: Young & Rubicam, inc. © 20Oct51; KK69133.

For anybody, and everybody who hasn't enough room. Spectacular March showing of Simmons famous Hide-a-bed. Adv. from Saturday evening post, Mar. 8, 1952, p. 8-9. Appl. author: Young & Rubicam, inc. © 5Mar52; KK73768.

Let's break the bottleneck. Let's face it, the furniture business is the replacement business. (Hide-a-bed) Adv. from Retailing daily, Jan. 31, 1952, p. 10-11. Appl. author: Young & Rubicam, inc. © 31Jan52; KK73766.

Need more space? Here's an extra room for only the price of a sofa. (Hide-a-bed) Adv. from Living for young homemakers, Mar. 1952, p. 3. Appl. author: Young & Rubicam, inc. © 20Feb52; KK73767.

Now add an extra room without adding an inch of space. Only Simmons makes Hide-A-Bed. Adv. from Life, Sept. 24, 1951. Appl. author: Young & Rubicam, inc. © 21Sep51; KK72714.

Now, two ways to get better rest! Beautyrest now comes in two different models. (Mattress) Adv. from Life, Nov. 12, 1951. Appl. author: Young & Rubicam, inc. © 9Nov51; KK69851.

Simmons introduces new Beautyrest mattress, Extra-Firm. Adv. from Life, Oct. 8, 1951, p. 6-7. Appl. author: Young & Rubicam, inc. © 5Oct51; KK69130.

Some like vanilla, some go for chocolate. Simmons. (Mattresses) Adv. from Retailing daily, Oct. 2, 1951, p. 20-21. Appl. author: Young & Rubicam, inc. © 20Oct51; KK69129.

Why Beautyrest at \$69.50 is the least expensive mattress you can own! It isn't the price that tells the whole story on a mattress ... Adv. from Life, Mar. 17, 1952. Appl. author: Young & Rubicam, inc. © 14Mar52; KK73747.

Wouldn't you pay 2¢ tonight for a better night's rest? Your best most comfortable rest now with two models of Beautyrest. Adv. from Saturday evening post, Feb. 23, 1952. Appl. author: Young & Rubicam, inc. © 20Feb52; KK73746.

SIMONIZ COMPANY.

Bodysheen, the one step cleaner-polish. (For automobile finish) Label. © The Simoniz Co.; 31Mar52; KK74480.

SIMONS, HARRIET W.

Knit your dream fashions with dream-soft Bishop's yarns. KK70996. SEE Bishop's Mills, inc.

SIMONS-MICHELSON COMPANY.

Announcing King's revolutionary new paint Load-A-Roller. KK74423. SEE King Paint Roller, inc.

The cold rolled steel strip you buy from Reliance is cold rolled steel strip in name and in fact. KK72711. SEE Detroit Steel Corporation.

From a torrent to a trickle in less than 30 days. KK71860. SEE Detroit Steel Corporation.

Let's make it unanimous. KK68924. SEE Detroit Steel Corporation.

One way ticket to disaster. KK70873. SEE Detroit Steel Corporation.

Steel strip you buy from Reliance is cold rolled on strip mills. KK74261. SEE Detroit Steel Corporation.

Sure way to lick a steelmaker's headache. KK69862. SEE Detroit Steel Corporation.

SIMPSON, ROBERT FRANKLIN ©.

Order your personalized rubber stamp here! Sheet. © 7Feb52; KK70393.

SIMPSON, TED.

Why Dramex hides cracked plaster. Dramex interior finish does more than repaint problem walls. KK68951. SEE Reardon Company.

SIMPSON LOGGING COMPANY ©.

Simpson woodfiber products manual. Simpson insulating building board. 7 p. Appl. author: Paul D. Close. © 5Mar52; KK73101.

Woodfiber products manual. Simpson insulating roof slab. Folder. Appl. author: Paul D. Close. © 2May52; KK73330.

SIMS, JOHN WOODSON ©.

Old Bourbon Hollow genuine sour mash Kentucky straight bourbon whiskey. Label. © 20Nov51; KK70779.

SIMS PUMP VALVE COMPANY, INC. ©.

Catalogue SC-510 of Sims pump valves, packings, husheaters. (Power plants) Pamphlet. © 28Dec51; KK74701.

SINGER MANUFACTURING COMPANY.

The all new Singer cleaner. NA2810 rev. Folder. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 8Feb52; KK74264.

Attaching leather knuckle straps to cloth work gloves on 2-needle machine 300W201. (Industrial sewing machines) Sheet. © The Singer Manufacturing Co.; 6Mar52; KK71592.

Choose your new Singer now. Only machine with all these advantages. New models from \$89.50. Singer Sewing Centers. Adv. from Electricity on the farm, Apr. 1951, p. 27. © The Singer Manufacturing Co.; 1Apr51; KK68853.

Class 300w two thread chain stitch machines with compound feed for accurate high speed stitching of medium and heavy weight fabrics. Folder. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Mfg. Co.; 28Mar52; KK72040.

Do it now. Cut your sewing room costs with Singer's complete-plant engineering service. Singer sewing machines. Adv. from Leather and shoes, Feb. 2, 1952, p. 7. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 2Feb52; KK70247.

Do it now! Cut your sewing room costs with Singer's complete-plant engineering service and the newest high-speed Singer machines. Adv. from Southern garment manufacturer, Jan. 21, 1952, p. 6 & 7. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 21Jan52; KK69863.

Even Mrs. Santa Claus would have fun gift-shopping at Singer Sewing Centers. They're so brimful of bright ideas ... The real thing. Model's hatbox. Strong on looks. Adv. from American girl, Dec. 1951, p. 4. © The Singer Manufacturing Co.; 25Nov51; KK68852.

The finest sewing machine you can buy is a sure-stitching Singer. Adv. from Woman's home companion, Apr. 1952, p. 66. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 21Mar52; KK74781.

For basting and general single thread chainstitching, Singer 410w class. (Sewing machines) Sheet. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Mfg. Co.; 27Mar52; KK72042.

For fast, low-cost quality production in button sewing operations. Singer 114 class automatic machines. Folder. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 28Apr52; KK73291.

For smooth, even feeding at high speeds, Singer 300w chain stitch machine with compound feed. (Sewing machines) Adv. from Southern garment manufacturer, Mar. 20, 1952, p. 2 of cover. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 20Mar52; KK72287.

For the quality zigzagging and overseaming you want at the high speeds you need, Singer zigzag and overseaming machines 143w2 and 143w3. (Sewing machines) Folder. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Mfg. Co.; 27Mar52; KK72041.

For uniformly accurate lockstitching on very heavy and bulky articles, Singer 144w one needle and 145w two needle. (Sewing machines) Folder. © The Singer Manufacturing Co.; 1Apr52; KK72286.

4 embroidery machines by Singer. Flat stitch embroidery and madeira eyelets 133x100 and 133x102; flat stitch embroidery only 133x101 and 133x103. Folder. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 28Apr52; KK73562.

Free! Learn to make a \$10 dress look like a \$100 dress! New high-style stitches ... and every one is a breeze to do on a Singer sewing machine. Adv. from Vogue pattern book, Spring 1952, p. 8. © The Singer Manufacturing Co.; 4Jan52 (in notice: 1951); KK70509.

I wish I'd bought a Singer. You simply can't beat a Singer. If you want a sewing machine you can really count on ... your smartest choice is Singer. Singer Sewing Centers. Adv. from Electricity on the farm, Oct. 1951, p. 18. © The Singer Manufacturing Co.; 1Oct51; KK68855.

The new high-speed class 246 Singer Overedger. (Sewing machines) Adv. from Western apparel industry, May 1952, p. 17. © The Singer Manufacturing Co.; 15Apr52; KK74529.

SINGER MANUFACTURING COMPANY. Cont'd.

Once in her life, every woman should have the thrill of a Singer Christmas! It's a thrill a woman specially treasures, the thrill of getting a beautiful new Singer sewing machine. Adv. from Electricity on the farm, Nov. 1951, p. 25. © The Singer Manufacturing Co.; 1Nov51; KK70100.

114 class Automatic tacking machines for ticket tacking, tacking bands and bows ... (Sewing machines) Folder. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 28Apr52; KK73612.

Plan and equipment for the ideal sewing-class room. (Sewing machines) Folder. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 20Dec51; KK74838.

Report of seam research laboratories, Singer Sewing Machine Company on relative seam efficiencies of stitched and bonded seams in plastic film. (Sewing machines) Sheet. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 12Mar52; KK71593.

Singer class 71-machines for lock stitch straight buttonholes. (Sewing machines) Folder. Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 2May52; KK73559.

Singer 140w1 and 140w2 machines. Attractive, decorative fagoting and feather stitching. (Sewing machines) Folder. © The Singer Manufacturing Co.; 12May52; KK74096.

Singer machine 135w1, single needle. For closing operations on women's fine lingerie, girdles ... Sheet. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 13May52; KK74278.

Singer machines, 42-4, and 42-5. Single needle, lockstitch for medium weight leather and heavy fabrics. (Sewing machines) Sheet. © 13May52; KK74097.

Singer S-2 vacuum cleaner parts, showing points of wear. Inspect parts for wear in the following order: 966066, 965413, 140538, 140537 ... Sheet. © The Singer Manufacturing Co.; 19Dec51; KK68797.

Singer needle nozzles for use with Singer needle coolers. (Singer sewing machines) Sheet. © The Singer Manufacturing Co.; 6Feb52 (in notice: 1951); KK70536.

Singer school supplies and services for teacher, student, classroom. (Sewing machines) Folder. Appl. author: The Singer Manufacturing Co., employer for hire. © 29Apr52; KK74263.

Singer 248-2 electronic seamer for bond-seaming thermoplastics. (Sewing machines) Adv. from Modern plastics, Mar. 1952, p. 189. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 20Feb52; KK71594.

Step up your production speed. Step down your costs with Singer needle coolers. Adv. from California stylist, May 1952, p. 10. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 1May52; KK74258.

Way ahead of its class. Singer 253-2 two-thread chain stitch machine. Adv. from Southern garment manufacturer, Apr. 21, 1952, cover. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 21Apr52; KK73290.

What a gift for years to come. Get the all-new Singer with exclusive dual suction. Easier to use. No winding of cord. No foot-pedal ... Singer vacuum cleaners ... Singer Sewing Centers. Adv. from American home, Dec. 1951, p. 91. © The Singer Manufacturing Co.; 25Nov51; KK68854.

Whatever you want to sew, you'll sew it better on a Singer. (Sewing machines) Adv. from Good Housekeeping, June 1952, p. 206. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 5May52; KK74782.

When the talk's about stitching uppers. (Sewing machines) Adv. from American shoemaking, May 7, 1952, p. 23. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 13Apr52; KK74262.

SIODLOWSKI, ADAM.
Plastic roof cement. KK74566. SEE Arma-Kote Products, inc.

SIR SIRLOIN, INC. ©.
Sir Sirloin; 2 breaded veal outlets. Net wt. 7 1/2 oz. Label. Appl. author: Milprint, inc. © 2Feb52; KK70231.

SIRMA, EMERY J.
It primes, it seals, it hides all in one coat. KK72053. SEE Tropical Paint and Oil Company.
Tropical hand cleaner. KK71060. SEE Tropical Paint and Oil Company.

SITROUX, INC. ©.
New, different, freshens your bathroom, contains chlorophyll. Clorol toilet tissue. Facial tissue quality. Label. Appl. author: Seymour Ullman. © 13Mar52; KK71325.

SKAGGS, BILL A.
America's finest food confections! KK73311. SEE Pelton's Spudnuts, inc.
Everybody goes for Spudnuts - America's finest food confection. KK73310. SEE Pelton's Spudnuts, inc.
Goodness by the dozen, Spudnuts. Take a dozen home and see. KK73313. SEE Pelton's Spudnuts, inc.
This is the story of Spudnuts, America's finest confection. KK73802. SEE Pelton's Spudnuts, inc.

Time to enjoy Spudnuts - America's finest food confection. KK73312. SEE Pelton's Spudnuts, inc.

SKALA, R. J.
Lighting makes service stations inviting. Reverse no. 1700 series horizontal fluorescent luminaires. KK72797. SEE Revere Electric Manufacturing Company.

SKOGGARD, BRUNO BENGT.
Learn the international morse code faster, easier. KK70001. SEE Raybrun Company.

SKOREY, J. MATT ©.
Safety-Rate your car in Matt Skorey's Safety Legion. (Automotive sales and service) Card. © 9May52; KK74677.

You, yes you, may win \$100 to \$800 weekly. Safety Legion. (Automotive sales and service) Adv. from Daily tribune, Royal Oak, Mich., May 9, 1952, p. 24. © 9May52; KK74676.

SLADE (D. AND L.) COMPANY ©.
Slade's spice recipes for the final touch in flavor. Slade's celery salt and Slade's black pepper. Folder. © 17Mar52; KK72421.

SLAGLE, RAY B.
Happy birthday to you. KK69874. SEE Welcome Service Company.
Here comes the bride. KK69873. SEE Welcome Service Company.

SLAGLE, Ray B., and R. Y. Thorpe, partnership, Welcome Service Company. SEE Welcome Service Company.

SLAVSKY, ROBERT JOHN.
How to price, to sell. There's big business in budgets! Bull's-Eye pricing is budget pricing! KK74326. SEE Shaw and Slavsky, inc.

SLINGERLAND, HAROLD.
Now, one saw makes every cut ... KK71380 ... SEE Cummins-Chicago Corporation.

Your hardest farm chores now easier. KK71331. SEE Cummins-Chicago Corporation.

SLOAN (ALBERT E.) INC. ©.
Benrus Commodore Perry with sterling silver identification bracelet. Choose the watch of your dreams from seven exquisite Benrus Patriots. Sheet. Appl. author: Herb Baker Advertising Agency. © 6Aug51; KK72106.

A creation of Englishtown in beautiful enduring Aural Stainless. The gracious for gracious living. (Stainless metal tableware) Sheet. Appl. author: Herb Baker Advertising Agency. © 21Sep50; KK72099.

Dear customer: Never before in our history have we found diamonds of such tremendous value ... Prism-Lite diamond rings have the exclusive sphere of everlasting brilliance. Folder. Appl. author: Herb Baker Advertising Agency. © 8Oct51; KK72113.

Dear friend: We want you to know about the greatest sale ever of fine luggage. Indestructo monogrammed luggage. Folder. Appl. author: Herb Baker Advertising Agency. © 7Jan52; KK72112.

Dearborn Tri-Chair, the three-in-one luxury ... in the new Pantex Stardust pattern designed by Raymond Loewy. Sheet. Appl. author: Herb Baker Advertising Agency. © 10May50; KK71648.

The greatest achievement ever in watch history. The John Hancock calendar watch by Benrus. Sheet. Appl. author: Herb Baker Advertising Agency. © 11Jun51; KK72098.

The greatest achievement in watch history ... the calendar watch by Benrus. Sheet. Appl. author: Herb Baker Advertising Agency. © 17Apr50; KK72102.

Heirloom tray set, 10 pieces including a magnificent English design lighter. (Jewelry, appliances, etc.) Folder. Appl. author: Herb Baker Advertising Agency. © 15Oct51; KK72110.

Heirloom tray set, 10 pieces including a magnificent English design lighter. Pre-holiday offer at Kirschman's. (Furniture) Folder. Appl. author: Herb Baker Advertising Agency. © 8Oct51; KK72111.

SLOAN (ALBERT E.) INC. ©. Cont'd.

Here's a wonderful gift for you, one of our preferred customers. Which pattern do you prefer? Stetson China Co. (Dinnerware) Sheet. Appl. author: Herb Baker Advertising Agency. © 7Jan52; KK72109.

Here's an amazing value for your bedroom with a double bed ... Beauti-Cord double bed ensemble. (Monogrammed bedspreads) Sheet. Appl. author: Herb Baker Advertising Agency. © 7May51; KK71650.

The Lady Marlowe royal dinnerware for your royal dining. The Duchess of Greencastle. Stetson china. Sheet. Appl. author: Herb Baker Advertising Agency. © 15Jan52; KK72107.

Monogrammed 22-karat gold dinnerware. The magnificent Yours Truly by the world famous master craftsmen of Stetson china. Sheet. Appl. author: Herb Baker Advertising Agency. © 16Jul51; KK72101.

Pre-Christmas values for preferred customers because your credit rating with us is triple-A. (Dinnerware, man's watch) Folder. Appl. author: Herb Baker Advertising Agency. © 17Sep51; KK72100.

The Primrose, a service masterpiece by Stetson. The All Purpose Primrose, the complete 6-in-one utility set. (Dinnerware) Sheet. Appl. author: Herb Baker Advertising Agency. © 15May50; KK72104.

Reserved for you, one of our preferred customers. How would you like to have this \$12.50 gorgeous royal faille taffeta comforter ... (Furniture) Folder. Appl. author: Herb Baker Advertising Agency. © 5Sep50; KK72108.

Stetson China Co. 22 karat gold dinnerware. Sheet. Appl. author: Herb Baker Advertising Agency. © 15Mar50; KK72105.

The supreme compliment to the man you adore: Benrus Jewel. Benrus Precious will leave her breathless. (Wrist watches) Sheet. Appl. author: Herb Baker Advertising Agency. © 17Apr50; KK72103.

You'll enjoy new luxurious sleeping comfort with Royal Satin comforters. Sheet. Appl. author: Herb Baker Advertising Agency. © 7Jan52 (in notice: 1950); KK71649.

SLOANE, JOSEPH T.

It adds up to something really new! KK70066. SEE Telautograph Corporation.

SLOTE, HERBERT L.

Magneboard with magnediscs. KK69972. SEE Kent Metal Manufacturing Company, inc.

SMALL, CHASE.

Begorra, they're like sons of the old sod. KK73546. SEE Manhattan Shirt Company.

Fill his chair with cheer. KK69798. SEE Manhattan Shirt Company.

For your fine-feathered friends. KK69797. SEE Manhattan Shirt Company.

Look at the lucky reindeer. KK69796. SEE Manhattan Shirt Company.

Tough guy. In this corner a real champion. Goes under the name of Span. KK71683. SEE Manhattan Shirt Company.

Variations on a smart theme. Here, we've created a three-part harmony in striped shirts. KK73545. SEE Manhattan Shirt Company.

SMISEK, RUDOLPH.

Nylo-Save, a nylon hosiery protective rinse. KK69279. SEE Nylo-Save Laboratory.

SMITH, Donald Knox, d.b.a. Glance Ad. SEE Glance Ad.

SMITH, ELLISON CURTIS ©.

Jet's brand cookers. Jet's Cook'ers the flavor savers. Ceramic food cookers. Label. © 31Jan52; KK70570.

Jet's brand Jet O'Light. Jet O'Light for typewriter & office use. (Fluorescent light for typewriter & office) Label. © 31Jan52; KK70568.

Jet's brand products. Jet's brand cookers. (Ceramic food cookers, letterform, cartons, office forms, label) Sheet. © 6Nov51; KK70569.

SMITH, Ernest A., Jr. and Ernest A. Smith, Sr., sole owners Smith Chemical Co. SEE Smith Chemical Company.

SMITH, Ernest A., Sr. and Ernest A. Smith, Jr., sole owners Smith Chemical Co. SEE Smith Chemical Company.

SMITH, Henrietta N. and Mary W. Lockyer, d.b.a. National Homemaker's League. SEE National Homemaker's League.

SMITH, KENNETH HENRY ©.

We built our own. Ours is a Midwest family named Smith: Mom, Dad, teenage son and daughter. (Prefabricated building) 18 p. © 1Apr52; KK73395.

SMITH, Matthew, t.a. Flamingo. SEE Flamingo.

SMITH, RALPH.

Millions with stomach distress have bad breath, too, say doctors! KK71440 ... SEE Whitehall Pharmaceutical Company.

SMITH, STANLEY W. ©.

Use our Foodwise frozen food lockers buying plan, to beat the high cost of meat. Adv. from Tulare advance-register, Tulare, Calif., Sept. 27, 1951. Appl. author: Gerald F. Thomas Advertising. © 27Sep51; KK69307.

SMITH, WILLIAM A.

Beginning the electrification of America. KK70847. SEE General Electric Company.

SMITH CHEMICAL COMPANY.

Sani-Line bleach. Removes stains, removes mildew ... One quart. Label. © Smith Chemical Co., Ernest A. Smith, sr. & Ernest A. Smith, jr., sole owners; 1Nov51; KK73521.

San-Pro liquid starch. Ready to use—just add water. One quart. Label. © Smith Chemical Co., Ernest A. Smith, sr. & Ernest A. Smith, jr., sole owners; 1Nov51; KK73520.

SMITHS ©.

Smiths Oakland open Monday 'til 9 p. m. Think how many places, how many times you'll wear Country Club sport mates. (Men's clothing) Adv. from Oakland Tribune, Oakland, Calif., Apr. 6, 1952, p. 10. Appl. author: Kenneth M. Hackett. © 6Apr52; KK72390.

SMOKER, ISAAC Z.

Farm elevators. KK74363. SEE Smoker Farm Elevators.

No. 54 elevator. KK74364 ... SEE Smoker Farm Elevators.

SMOKER FARM ELEVATORS ©.

Farm elevators. Smoker. (Elevators for loading silos) Sheet. Appl. author: Isaac Z. Smoker. © 16Apr52; KK74363.

No. 54 elevator. cExtended and in use (Elevators for loading silos) Sheet. Appl. author: Isaac Z. Smoker. © 12May52; KK74365.

No. 54 elevator. cFolded for towing and storage (Elevators for loading silos) Sheet. Appl. author: Isaac Z. Smoker. © 12May52; KK74364.

SMOOTH-ON MANUFACTURING COMPANY ©.

Make repairs with Smooth-On. (Cements and concrete paint) Sheet. Appl. author: Henry M. Silver. © 11Mar52; KK71559.

Smooth-On concrete paint for interior or exterior use on concrete, cement block, brick, and stone. Folder. Appl. author: William A. Cather, III. © 27Dec51; KK71021.

SNYDER, WINIFRED S.

Little Lulu by Marge. Only Kleenex meets you halfway. KK71584 ... SEE International Cellucotton Products Company.

Only Kleenex meets you halfway! KK70084 ... SEE International Cellucotton Products Company.

Timely tips by Little Lulu. KK70505 ... SEE International Cellucotton Products Company.

You can blow your head off, it's Kleenex tissues. Soft, strong, pops up. KK69257. SEE International Cellucotton Products Company.

SOCIETY FOR VISUAL EDUCATION, INC. ©.

Protestant religious catalog. Filmstrips, slides and slidesets. 54 p. Appl. author: Walter E. Johnson. © 7Apr52; KK72570.

SOFT-LITE LENS COMPANY, INC. ©.

The dangers of dark glasses. (Ophthalmic lenses) Folder. Appl. author: Albert A. Kohler. © 2Jun52; KK74753.

The facts of lite. (Optical lenses) Pamphlet. Appl. author: Albert A. Kohler. © 23Jul51; KK72910.

The facts of lite. You will be interested in the charts inside, showing the growth in glare factors affecting vision. (Optical lenses) Folder. Appl. author: Albert A. Kohler. © 24Jul51; KK72911.

Prescription protection in the summer sun. (Ophthalmic lenses) cLarge folder; Appl. author: Albert A. Kohler. © 2Jun52; KK74756.

Prescription protection in the summer sun. (Ophthalmic lenses) cMiniature folder; Appl. author: Albert A. Kohler. © 2Jun52; KK74754.

Rules on eye care in the summer sun. (Ophthalmic lenses) Card. Appl. author: Albert A. Kohler. © 2Jun52; KK74755.

Send the whole child to school in September. (Optical lenses) Folder. Appl. author: Albert A. Kohler. © 23Jul51; KK72912.

SOLAR STEEL CORPORATION ©.

Good news for educational institutions and vocational schools. (Steel products and services) Folder. Appl. author: W. Robt. Mitchell. © 7Apr52; KK74708.

Introducing sure Spec NTM, an all purpose special maintenance steel. (Steel products and services) Folder. Appl. author: W. Robt. Mitchell. © 15May52; KK74709.

SOLAR STEEL CORPORATION ©. Cont'd.

Solar rays. (Steel products and services) Folder. Appl. author: W. Robt. Mitchell.

Jan. 1952. © 5Jan52; KK74706.

Feb. 1952. © 5Feb52; KK74705.

Mar. 1952. © 5Mar52; KK74703.

Apr. 1952. © 18Apr52; KK74704.

Sure Spec TMS shock-proof steels.

(Steel products and services)

Folder. Appl. author: W. Robt. Mitchell. © 15May52; KK74707.

Twelve different sizes of finest quality carbon and alloy steels.

Sure spec Tinker-Pak. Label.

Appl. author: W. Robt. Mitchell. © 29Jan52; KK70627.

SOPER, JUNE.

Use of the lathe. KK71254. SEE

Kearney and Trecker Corporation.

Walker-Turner Division.

SORENSEN, CARL L.

How to use your BVI combination.

KK71149. SEE Burgess Vibrocrafter

ers, inc.

It's easy to paint and decorate.

KK71147. SEE Burgess Vibrocrafter

ers, inc.

Spray it with this new handy, compact

BVI electric sprayer. KK71148.

SEE Burgess Vibrocrafter, inc.

SOUTH BEND LATHE WORKS ©.

14 1/2" South Bend precision lathes.

Bulletin 5201. Folder. © 27Dec51;

KK71037.

If your equipment budget looks like

this, when you want it to look like

this, then reduce it the easy South

Bend way. (Lathes) Folder.

© 14May52; KK73843.

South Bend 13" swing precision

lathes. Bulletin 5202. Folder.

© 13Mar52; KK71484.

Today's lesson: Tools and schools.

Machine shop students make re-

markable advancement record. (Lathes)

Folder. © 11Mar52; KK71622.

Today's lesson: Tools and schools.

Night and day for 10 years.

(Lathes) Folder. © 11Mar52;

KK71623.

SOUTH HAVEN CASKET COMPANY ©.

The friendliness of wood, the per-

formance of steel. The Lok/wood

process, an entirely new method of

casket construction. Folder.

Appl. author: Juhl Advertising

Agency. © 11Mar52; KK71567.

SOUTHARD, Frederick and James W.

Carmichael, d.b.a. Coastal

Publications. SEE Coastal Publica-

tions.

SOUTHERN CALIFORNIA MUFFLER COMPANY.

Belond Equa-Flow exhaust systems.

Label. Appl. author: Jesse

Seymour Belond. © Southern

California Muffler Co., a partner-

ship composed of Jesse S. Belond,

Ruth M. Belond, Robert W. Hedman

and Donald F. Parrish; 7Dec51;

KK69780.

Engineered for efficiency. Belond

Equa-Flow exhaust systems. That

is why the simplest single im-

provement you can make on your V-8

is the best. Adv. from Hot rod

magazine, Apr. 1952, p. 3.

© Southern California Muffler Co.,

a partnership composed of Jesse S.

Belond, Ruth M. Belond, Robert W.

Hedman and Donald F. Parrish;

19Mar52; KK71797.

Make all your horses count with a

Belond Equa-Flow exhaust system.

Adv. from Motor trend magazine,

June 1952, p. 39. Appl. author:

Jesse Seymour Belond. © Southern

California Muffler Co., a partner-

ship composed of Jesse S. Belond,

Ruth M. Belond, Robert W. Hedman

and Donald F. Parrish; 21May52;

KK73937.

Make all your horses count. Your V8

engine has the horsepower built into

it to make your car a real performer

... (Automobile exhaust system)

Adv. from Hot rod magazine, June

1952, p. 3. Appl. author: Jesse

Seymour Belond. © 7May52; KK73853.

Ping caused by pre-ignition is

frequently a result of excessive

carbon deposits. The original Belond

Equa-Flow exhaust systems. Adv.

from Speed age, Feb. 1952, p. 3.

© Southern California Muffler Co.,

a partnership composed of Jesse S.

Belond, Ruth M. Belond, Robert W.

Hedman and Donald F. Parrish;

10Jan52 (in notice: 1951); KK71962.

A young man's fancy may turn to

thoughts of love in the springtime.

But never forget ... Belond Equa-

Flow exhaust system. Adv. from

Speed age, Apr. 1952, p. 3.

© Southern California Muffler Co.,

a partnership composed of Jesse S.

Belond, Ruth M. Belond, Robert W.

Hedman and Donald F. Parrish;

10Mar52; KK71798.

SOUTHERN HANDKERCHIEF MANUFACTURING

COMPANY ©.

OK handkerchief. Label. Appl.

author: James C. Thomson.

© 17Jan52; KK69592.

SOUTHERN SUPPLY COMPANY.

Hang me up chart. Genuine crescent

fitted shares. (Flow shares)

Folder. Appl. author: Alan C.

Johnston. © The Southern Supply

Co.; 17Jan52; KK69666.

Hang me up chart. Here is your 1952

genuine Herschel mower cutting

parts chart. Chart. Appl. author:

Alan C. Johnston. © The Southern

Supply Co.; 15Apr52; KK72933.

SOUTHLAND COFFEE COMPANY, INC. ©.

For 100% coffee flavor buy Bailey's

Supreme coffee with just the heart

of the coffee bean. Sheet.

© 25Oct51; KK72060.

SOUTHWEST FOOD PRODUCTS COMPANY ©.

Bonnie Brae pure preserves. Straw-

berry. Net weight 10 oz. Label.

Appl. author: Michael Angelo.

© 16Aug51; KK71485.

SOUTHWEST POTASH CORPORATION ©.

From the southwest, a new dependable

source of potash. Adv. from Com-

mercial fertilizer, Apr., 1952, p.

25. Appl. author: Erwin, Wasey &

Co., inc. © 10Apr52; KK72775.

High K, symbol for a new high grade

muriate of potash. Adv. from Farm

Chemicals, May 1952, p. 11. Appl.

author: Erwin, Wasey & Co., inc.

© 1May52; KK74098.

SPALDING (A. G.) AND BROTHERS ©.

Spalding, spring-summer 1952.

(Golf pro catalog. Sports equip-

ment) 25 p. © 21Feb52; KK71035.

Spalding spring & summer 1952.

(Sports equipment) 56 p.

© 7Jan52; KK70375.

Spalding trade price edition: 1952.

(Sports equipment) 48 p.

© 27Feb52; KK71241.

SPAULDING, C. A.

Military packaging. KK69712. SEE

Tested Papers of America, inc.

SPEAR AND COMPANY ©.

The new Spear's 59th anniversary

sale. (Furniture, home furnish-

ings) 23 p. © 17Mar52; KK71437.

Spear's for furniture, famous for fa-

mous brands. February sale. Gift no.

1, the boudoir chair. Gift no. 2,

the Pearlwick hamper. 22 p.

© 14Jan52; KK69386.

SPECIALTY ADVERTISING SERVICE, INC. ©.

Burry's Howdy Doody cookies present

Howdy Doody's own election jig saw

map of the United States. Poster.

Appl. author: Robert L. Weil.

© 28Oct51; KK72448.

Buy Aunt Hannah's bread. Card.

Appl. author: Robert L. Weil.

© 8Feb52; KK70467.

Certified market check-book. Certi-

fied bread. Folder. Appl. author:

Robert L. Weil. © 5Aug52; KK74268.

County Fair magic tricks album.

(Bread) Sheet. Appl. author:

Robert L. Weil. © 5Aug52; KK74267.

Dick Tracy tip-top detective. Enrich-

ed Tip-Top is better bread. Badge.

© 14Feb52; KK72449.

Enriched Tip-Top is better bread.

Card. Appl. author: Robert L.

Weil. © 28Dec51; KK70383.

Here is your Burry's Howdy Doody elec-

tion jig saw map of the United

States. (Cookies) Envelope. Appl.

author: Robert L. Weil. © 28Oct51;

KK72447.

Hopalong Cassidy action Tell-A-Tale.

(Cookies) Sheet. Appl. author:

Robert L. Weil. © 25Feb52 (in

notice: 1951); KK71932.

Howdy Doody magic show featuring Poll-

Parrot. (Shoes) Sheet. Appl. au-

thor: Robert L. Weil. © 8Aug52;

KK74265.

Know your states of the U. S. A.

Buy enriched Aunt Hannah's bread.

Card. Appl. author: Robert L. Weil.

© 28Dec51; KK70382.

Poll-Parrot says, vote for. (Card)

Appl. author: Robert L. Weil.

© 15Apr52; KK74148.

Tip-Top Town, U.S.A. Tip-Top bread.

Sheet. Appl. author: Robert L.

Weil. © 8Aug52; KK74266.

Watch the thrilling adventures of

Dick Tracy every Saturday 6:00-6:30

p.m. WJAR-TV. Enriched Tip-Top

bread. cTip-Top trading card;

Appl. author: Robert L. Weil.

© 4Feb52; KK74145.

Wonder magic tricks album. Save Wond-

er bread magic trick seals and put

in this handy album! Folder.

(Vol. 1) Appl. author: Robert L.

Weil. © 25Mar52; KK74791.

Wonder magic tricks album, vol. 2.

Save Wonder bread magic trick seals

... Folder. Appl. author: Robert

L. Weil. © 25Mar52; KK74226.

SPECTOR, RAYMOND.

At last, amazing new liquid-creme

rouge discovery. KK71474. SEE

Bishop (Hazel) inc.

The bride kissed 100 men, yet not one

had lipstick smears. KK70232. SEE

Bishop (Hazel) inc.

Girls, here's how to instantly do

away with that pale, tired look.

KK71998. SEE Bishop (Hazel) inc.

SPECTOR, RAYMOND. Cont'd.

Hazel Bishop's amazing new lasting no-smear lipstick stays on and on and on. KK71772. SEE Bishop (Hazel) inc.

Instantly, new liquid creme rouge. KK71028. SEE Bishop (Hazel) inc.

It's new, it's revolutionary. Nothing like it. KK71771. SEE Bishop (Hazel) inc.

Others have tried to imitate. KK71002. SEE Bishop (Hazel) inc.

SPELLINGS, L. L., d.b.a. Tom-Cat Products Co. SEE Tom-Cat Products Company.

SPENCE ENGINEERING COMPANY, INC. ©.

Data sheet no. 3-1. Spence Engineering Company, inc. Type ED pressure regulator. (Valves) Sheet. © 16Sep48; KK69290.

Data sheet no. 3-2. Spence Engineering Company, inc. Type EW pressure regulator. (Valves) Sheet. © 31Jan50; KK69289.

Data sheet no. 3-3. Spence Engineering Company, inc. Type D24 water pressure reducing valve. Sheet. © 15Oct51; KK69288.

Data sheet no. 4-1. Spence Engineering Company, inc. Type ETD combined temperature and pressure regulator. (Valves) Sheet. © 5Nov48; KK69287.

Data sheet no. 4-2. Spence Engineering Company, inc. Type ET temperature regulator. (Regulating valves) Sheet. © 2Mar49 (in notice: 1948); KK69284.

Data sheet no. 4-3. Spence Engineering Company, inc. Type 3T100 and E2T100 temperature regulator. (Regulating valves) Sheet. © 30Jun49; KK69286.

Data sheet no. 4-4. Spence Engineering Company, inc. Type ET150 temperature regulator. (Regulating valves) Sheet. © 19Sep50; KK69285.

Data sheet no. 11-1. Spence Engineering Company, inc. Type V self-cleaning strainer. (Regulating valves) Sheet. © 20Oct48; KK69281.

Data sheet no. 11-2. Spence Engineering Company, inc. Type V2 self-cleaning strainer. (Regulating valves) Sheet. © 20Oct48; KK69282.

Data sheet no. 11-3. Spence Engineering Company, inc. Type V3 self-cleaning strainer. (Regulating valves) Sheet. © 2Dec48; KK69283.

Type ED3 and ED4 pressure regulator. Data sheet no. 3-4. (Automatic regulating valves) Sheet. © 11Dec51; KK71128.

Type E2D and E2W pressure regulator. Data sheet no. 3-6. (Automatic regulating valves) Sheet. © 20Feb52; KK71130.

Type E3D and E3W pressure regulator. Data sheet no. 3-5. (Automatic regulating valves) Sheet. © 20Feb52; KK71129.

Type E3T100 and E3T150 temperature regulator. Data sheet no. 4-5. (Automatic regulating valves) Sheet. © 20Feb52; KK71131.

SPENCER (I.) AND COMPANY ©.

Some important notes about your Spencer suit. Points about tailoring [and] points about service. Folder. Appl. author: Saul Spencer. © 15Mar52; KK73671.

SPENCER, SAUL.

Some important notes about your Spencer suit. KK73671. SEE Spencer (I.) and Company.

SPENCER, William P. and Nicholas M. Zambale, d.b.a. U. S. Book Covers. SEE U. S. Book Covers.

SPENCER, INC. ©.

Beauty is more than skin deep. (Spencer corsets) 19 p. © 14Aug51; KK69973.

Cool news. (Spencer corsets) 19 p. © 14Aug51; KK70366.

SPENCER STUDIOS, INC. ©.

Signs and letters. America's most complete line. Buy from the manufacturer and save. Catalog no. 40. 80 p. Appl. author: John M. Doyle. © 13Dec51 (in notice: 1952); KK68840.

SPERRY CANDY COMPANY ©.

Choice candy shop. 5¢ candy 10¢. Label. Appl. author: Fred F. Foster. © 3Apr52; KK72081.

SPRATLEY, Margaret M., Ruby D. Anstedt and Stanley W. Anstedt, d.b.a. D. S. S. Broilers. SEE D. S. S. Broilers.

SPRINGDALE FARMS ©.

Just laid. One dozen grade A large eggs. Label. Appl. author: Guy Loyd. © 26Mar52; KK73548.

SPRINGS COTTON MILLS ©.

Abdullah Bulbul Amir defends his sheet. Springmaid fabrics. (Cotton sheets) Adv. from Department store economist, Feb. 1952, p. 119. Appl. author: Erwin, Wasey & Co., inc. © 31Jan52; KK70660.

Take back your mink, I'll keep my sheets! Springmaid fabrics. (Cotton material) Adv. from Daily news record, June 6, 1952, p. 28. Appl. author: Erwin, Wasey & Co., inc. © The Springs Cotton Mills; 6Jun52; KK74895.

We put the 'broad' in broadcloth. Springmaid fabrics. Adv. from Daily news record, May 8, 1952, p. 19. Appl. author: Erwin, Wasey & Co., inc. © The Springs Cotton Mills; 8May52; KK74416.

We put the broad in broadcloth. Springmaid fitted sheets are now available. (Cotton goods) Adv. from Life, Feb. 25, 1952, p. 128. Appl. author: Erwin, Wasey & Co., inc. © The Springs Cotton Mills; 22Feb52; KK74078.

SQUIBB (E. R.) AND SONS ©.

From experience comes faith. (Baby and cat. Pharmaceuticals) Adv. from Life, Dec. 31, 1951, p. 4. Appl. author: Cunningham & Walsh. © 28Dec51; KK69303.

From experience comes faith. (Girl and peg set. Pharmaceuticals) Adv. from the Saturday evening post, Mar. 8, 1952, p. 82. Appl. author: Cunningham & Walsh, inc. © 5Mar52; KK71187.

From experience comes faith. How much do you love your dog, little man? Squibb. (Pharmaceuticals) Adv. from Saturday evening post, May 31, 1952, p. 88. Appl. author: Cunningham & Walsh, inc. © 27May52; KK74006.

From experience comes faith. Lucky little lady. (Girl and Great Dane. Pharmaceuticals) Adv. from Saturday evening post, Apr. 19, 1952, p. 131. Appl. author: Cunningham & Walsh, inc. © 16Apr52; KK72522.

SQUIRT COMPANY.

At the famous Thunderbird in Las Vegas. Switch to Squirt, the smooth mixer. (Non-alcoholic beverages) Adv. from Wisconsin beverage journal, Dec. 1951, p. 27. © The Squirt Co.; 5Dec51; KK70483.

For the best mixed drink in the house, switch to Squirt, the smooth mixer. (Non-alcoholic beverages) Adv. from Wisconsin beverage journal, Jan. 1952, p. 10. © The Squirt Co.; 2Jan52 (in notice: 1951); KK74086.

The good ol' gay profits are here again. Squirt Glow-Ball. (Non-alcoholic beverages) Adv. from Wisconsin beverage journal, Feb. 1952, p. 12. © The Squirt Co.; 8Feb52 (in notice: 1951); KK74085.

If sweet soft drinks leave you thirsty, then switch to Squirt. (Non-alcoholic beverages) Adv. from Look, June 3, 1952, p. 59. © The Squirt Co.; 20May52; KK74521.

The sampling man from Salem, capital city of Oregon. Sample 'em and you sell 'em, is one of the sales axioms ... (Soft drink) Adv. from the American bottler, Feb. 1952, p. 49. © The Squirt Co.; 15Feb52; KK72824.

Squirt builds carry home profits 2 ways ... (Non-alcoholic beverages) Adv. from Southern Calif. grocers journal, May 2, 1952, p. 6. © The Squirt Co.; 2May52; KK74522.

Squirt introduces great, new glow-ball promotion to warm-up sales during the winter months. (Non-alcoholic beverages) Adv. from the American bottler, Jan. 1952, p. 59. © The Squirt Co.; 9Jan52 (in notice: 1951); KK73346.

Squirt sells 2 ways the year 'round for assured profits. Squirt stands alone as a refreshing soft drink and as a smooth mixer ... Adv. from the American bottler, Apr. 1952, p. 23. © The Squirt Co.; 14Apr52; KK72823.

Start the money rollin' in with Squirt. (Non-alcoholic beverages) Adv. from Southern Calif. grocers journal, May 9, 1952, p. 6. © The Squirt Co.; 9May52; KK74523.

Tavern league of Wisconsin. The popular taverns and bars today pour Squirt. (Non-alcoholic beverages) Adv. from Patterson's Calif. beverage gazetter, May 1952, p. 35. © The Squirt Co.; 1May52; KK74525.

You'll smile, too when you get the profit from Squirt. (Non-alcoholic beverages) Adv. from Southern Calif. grocers journal, May 23, 1952, p. 18. © The Squirt Co.; 23May52; KK74524.

STALEY MILLING COMPANY ©.

America's fastest-growing 40 o/o hog supplement, because it's producing some of America's fastest-growing hogs. Bullets. Adv. from Des Moines Sunday register, Oct. 7, 1951. Appl. author: Bozell & Jacobs, inc. © 7Oct51; KK69338.

America's fastest-growing hog supplement. Staley feeds. The big switch is to Pro-Lass. (Commercial hog feed) Adv. from the Weekly Kansas City star, Kansas City, Mo., Sept. 26, 1951. Appl. author: Bozell & Jacobs, inc. © 26Sep51; KK70395.

STALEY MILLING COMPANY ©. Cont'd.

Chick atoms; 50 lbs. net. (Chicken feed) Label. Appl. author: Bozell and Jacobs. © 2Apr52; KK72500.

Chick Atoms give your chicks a lightning start. Speed growth, control coccidiosis with Chick Atoms. (Chicken feed) Adv. from the Evansville courier, Evansville, Ind., Mar. 12, 1952, p. 8. Appl. author: Bozell & Jacobs, inc. © 12Mar52; KK72429.

Chick atoms; 25 lbs. net. (Chicken feed) Label. Appl. author: Bozell & Jacobs. © 1Apr52; KK73659.

Egg all mash; 25 lbs. net. (Poultry feed) Label. Appl. author: Bozell and Jacobs. © 2Apr52; KK72499.

Feed soft corn profitably with Bullets. (Hog feed) Adv. from Des Moines Sunday register, Nov. 18, 1951. Appl. author: Bozell & Jacobs, inc. © 18Nov51; KK69337.

Feed soft corn profitably with Pro-Lass. (Hog feed) Adv. from St. Louis globe-democrat, Nov. 21, 1951. Appl. author: Bozell & Jacobs, inc. © 21Nov51; KK69336.

4 out of 5 say hens lay more eggs when fed new winterized Egg Atoms. (Chicken feed) Adv. from Capper's weekly, Sept. 22, 1951. Appl. author: Bozell & Jacobs, inc. © 22Sep51; KK69339.

Golden Bullets, 40-caliber, hog supplement; 50 lbs. net. Label. Appl. author: Bozell and Jacobs. © 2Apr52; KK72497.

Grower atoms; 50 lbs. net. (Chicken feed) Label. Appl. author: Bozell and Jacobs. © 2Apr52; KK72498.

New golden Pro-Lass pellets with aureomycin the golden anti-biotic; 50 lbs. (Hog feed) Label. Appl. author: Bozell & Jacobs. © 2Jan52; KK73663.

New golden Pro-Lass with aureomycin the golden anti-biotic; 50 lbs. (Hog feed) Label. Appl. author: Bozell & Jacobs. © 2Jan52; KK73662.

Not 1, but 2-stork litters when you feed Pig Mama to sows before farrowing. (Hog feed) Adv. from Des Moines Sunday register, Feb. 3, 1952, p. 12. Appl. author: Bozell & Jacobs, inc. © 3Feb52; KK72428.

Not 16 o/o, not 18 o/o, not 24 o/o, it's 34 o/o protein. 34 o/o dairy concentrate. (Dairy feed) Adv. from Des Moines Sunday register, Dec. 2, 1951. Appl. author: Bozell & Jacobs, inc. © 21Nov51; KK69336.

Now, Pig Mama's amazing no-runt guarantee. Pig Mama pays for every runt you raise. (Hog feed) Adv. from Omaha world-herald, Mar. 25, 1952, p. 15. Appl. author: Bozell & Jacobs, inc. © 25Mar52; KK72430.

Staley Pig Mama. Feed 50-50 with grain. 50 lbs. net. (Hog food) Label. Appl. author: Bozell and Jacobs. © 21Feb52; KK71217.

This bag counts as one vote in Staley's famous pullet poll; Democratic choice. Pullet atoms; 50 lbs. net. (Chicken feed) Label. Appl. author: Bozell & Jacobs. © 16May52; KK73661.

This bag counts as one vote in Staley's famous pullet poll; Republican choice. Pullet atoms; 50 lbs. net. (Chicken feed) Label. Appl. author: Bozell & Jacobs. © 1May52; KK73660.

You couldn't set a better table for your laying hens. A week's supply of Staley Egg Atoms combines all these nutrients and vitamins. (Chicken feed) Adv. from St. Joseph, Mo., gazette, Dec. 12, 1951. Appl. author: Bozell & Jacobs, inc. © 12Dec51; KK72427.

STANDARD ARM COMPANY ©.

The D'Azzo loading dock cover. Sheet. Appl. author: Errol P. D'Azzo. © 5Mar52; KK71226.

Where performance counts, use the D'Azzo slip-fit adjustable pipe clamp. Adv. from the National canvas goods manufacturers review, Dec. 1951, p. 47. Appl. author: Errol P. D'Azzo. © 1Dec51; KK69046.

STANDARD DESK MANUFACTURERS, LTD. ©.

Inventions from deskomania: the baby-sitter desk. Blotter. Appl. author: Saul Pomerance. © 10May51; KK71413.

Inventions from deskomania: the bathtub desk. Blotter. Appl. author: Saul Pomerance. © 10May51; KK71409.

Inventions from deskomania: the call-your-shot desk. Blotter. Appl. author: Saul Pomerance. © 10May51; KK71419.

Inventions from deskomania: The can't-be-bothered desk. Blotter. Appl. author: Saul Pomerance. © 10May51; KK71415.

Inventions from deskomania: the far-away-places desk. Blotter. Appl. author: Saul Pomerance. © 10May51; KK71412.

Inventions from deskomania: the get-off-my desk. Blotter. Appl. author: Saul Pomerance. © 10May51; KK71411.

Inventions from deskomania: the go-getter desk. Blotter. Appl. author: Saul Pomerance. © 10May51; KK71416.

Inventions from deskomania: the nose-to-grindstone desk. Blotter. Appl. author: Saul Pomerance. © 10May51; KK71417.

Inventions from deskomania: the not-in desk. Blotter. Appl. author: Saul Pomerance. © 10May51; KK71410.

Inventions from deskomania: the pass-the-buck desk. Blotter. Appl. author: Saul Pomerance. © 10May51; KK71408.

Inventions from deskomania: the take-it-easy desk. Blotter. Appl. author: Saul Pomerance. © 10May51; KK71414.

Inventions from deskomania: the television desk. Blotter. Appl. author: Saul Pomerance. © 10May51; KK71418.

STANDARD INSOLE COMPANY, INC.

Chloro-peds, foam rubber cushion insoles. Label. © 15Jan52; KK72444.

Your Chloro-peds and what you should expect from them. (Insoles) Label. © 15Jan52; KK73055.

STANDARD TANK AND SEAT COMPANY ©.

Stasco the seat of good housekeeping. (Toilet seats) Adv. from Plumbing and heating business, Apr. 1952, p. 142. Appl. author: A. Weit Stedman. © 15Apr52; KK72684.

STANDARD TOOL COMPANY ©.

Easy drill selector. (Chart. Trist drills) Card. Appl. author: William B. Sheehan. © 2Jan52 (in notice: 1951); KK70794.

STANDARD TOYKRAFT PRODUCTS, INC. ©.

Grow-Your-Own flower garden. Educational cards; entertaining for boys and girls. (Toy flower garden sets) Label. Appl. author: Morton R. Berman. © 18Apr52; KK73153.

Make your own Sea Shell charm jewelry. Label. Appl. author: Morton R. Berman. © 18Apr52; KK73152.

Tee-Vee television coloring set. Label. Appl. author: Morton R. Berman. © 18Apr52; KK73151.

STANLEY HOME PRODUCTS, INC. ©.

Ann, you must come over and see the wonderful gifts for the house my Stanley dealer just brought me. Stanhome. Splendid dividend gifts for Stanley hostesses. (Household wares) Folder. © 7Jan52; KK69509.

Be comfortable while you shop. These Stanley quality plus housekeeping aids bear this seal. (Household cleaning products) Adv. from Good housekeeping, June 1952, p. 186. © 21May52; KK73863.

Chairman. Liquid deodorant 4 fl. oz., after shave talc 3.5 oz. Stanhome. Label. © 16Apr52; KK72519.

Directions. Cleaning: Careful cleaning and preparation of the surface before application is most important ... (Stan-Gloss no-burn gym finish. Floor filler and finish) Label. © 20Mar52; KK72192.

Enjoy friends while you shop. Women enjoy meeting and chatting with friends at Stanley parties ... (Household cleaning products) Adv. from Good housekeeping, Apr. 1952, p. 178. Appl. author: Charles W. Hoyt Co., inc. © 21Mar52; KK71502.

Everyone's giving a Stanley hostess party. Stanhome, originators of the famous Stanley Hostess Party Plan. (Household cleaning products) Adv. from Life, Dec. 31, 1951, p. 2. Appl. author: Charles W. Hoyt Co., inc. © 28Dec51; KK68739.

Germ-Trol disinfectant, deodorant, germicide. Net contents: one pint. Label. © 29May52; KK74058.

Get this wonderful furniture cream at Stanley hostess parties. Stanley furniture cream. Adv. from Life, Feb. 25, 1952, p. 95. Appl. author: Charles W. Hoyt Co., inc. © 21Feb52; KK70676.

Have fun while you shop. (Household supplies) Adv. from Good housekeeping, Feb. 1952, p. 178. Appl. author: Charles W. Hoyt Co., inc. © 23Jan52; KK69709.

How an idea and an ideal built Stanley. (Household cleaning products) Booklet. © 28Jan52; KK70098.

Know your Stanhome products. Yours for better booking and bigger sales. The new deluxe steak fork set. Sheet. © 25Apr52; KK73108.

Let's salute the new Admiral ... hair brush for men. Sheet. (Know your Stanhome products series) © 27Dec51; KK68754.

Popular Mrs. Norman Irvin says, Stanley parties provide social life for small communities. (Household cleaning products) Adv. from Life, May 26, 1952, p. 74. © 23May52; KK73864.

Quality plus: what does it mean? Quality plus means that Stanley products are factory tested, jury tested, proved best in home use by millions. (Household cleaning products) Folder. Appl. author: Charles W. Hoyt Co., inc. © 20Mar52; KK72971.

STANLEY HOME PRODUCTS, INC. ©.
Cont'd.

Shop at Stanley parties for these delightful grooming aids. Originators of the famous Stanley hostess party plan. (Personal grooming products) Adv. from Life, May 19, 1952, p. 16. © 16May52; KK73844.

Shop comfortably! Have fun with friends! Stanhome. (Household cleaning products) Adv. from Life, June 23, 1952, p. 94. © 20Jun52; KK74898.

Stan-Aid bowl cleaner and deodorant. Pine scented. Foaming action. No. 12346. Net contents two lbs. fourteen ounces. Label. © 12Mar52; KK73380.

Stan-Ban sanitizing cleaner. No. 12130. (Liquid cleaning disinfectant) Label. © 26Feb52; KK70944.

Stan-Care surgical liquid hand soap. Label. © 26Dec51; KK71092.

Stan-Dorn furniture polish. Liquid. Cleans, polishes. Label. © 26Dec51; KK71243.

Stan-Dur paste wax, for floors and furniture. No. 14420. Label. © 12Mar52; KK73719.

Stan-Gleam water emulsion wax. No. 14105. Label. © 28Dec51; KK71206.

Stan-Glint paste silver polish, for silver - gold - fine tableware. Net wt. 8 oz. Label. © 12Mar52; KK73598.

Stan-Gloss no-burn gym finish. Non-slip, beautiful gloss. Will not rubber burn. Fifty-five gallons. (Floor filler and finish) Label. © 20Mar52; KK72193.

Stanley Electro-Diffuser. Use with Stanley perfumed crystals to protect against moths and to deodorize. Label. © 3Dec51; KK71770.

Stanley hostess party dividend gifts. (Home furnishings) © 28Jan52; KK70097.

Stanley parties save farm women valuable shopping time. (Household cleaning products) Adv. from Life, Mar. 24, 1952, p. 138. Appl. author: Charles W. Hoyt Co., inc. © 21Mar52; KK71503.

Stan-Pen heavy duty penetrating sealer no. 15155. Ideal finish for auditoriums, school rooms ... Resist wear. Is not affected by alkali, acid, strong soaps ... Label. © 11Mar52; KK73597.

Stan-Pine pine oil disinfectant. No. 11130. Label. © 12Mar52; KK73717.

Stan-Quick sealer, quick-drying. No. 15255. (Sealer for floors) Label. © 12Mar52; KK73721.

Stan-Rite cleaner-sanitizer. Scented. Sanitizes as it cleans. Label. © 26Feb52; KK71212.

Stan-San cresylic hospital disinfectant. No. 11230. Label. © 26Feb52; KK71108.

Stan-Serve liquid scrubbing soap. Label. © 26Dec51; KK71261.

Stan-Sheen liquid metal polish. No. 17201. Net contents one gallon. Label. © 26Dec51; KK71470.

Stan-Shine paste metal polish, no. 17202 for brass, chromium, pewter and copper. Net wt. 1 lb. 4 oz. Label. © 12Mar52; KK73379.

Stan-Slick liquid glass cleaner. No. 12501. Label. © 12Mar52; KK73718.

Stan-Soft liquid toilet soap concentrated for liquid hand dispenser. Label. © 26Feb52; KK71301.

Stan-Sweet germicide-disinfectant bactericide. Pleasing mint odor. No. 11330. Label. © 12Mar52; KK73720.

Stan-Treat cleaner and conditioner, concentrated for economy. No. 12405. Label. © 12Mar52; KK73716.

Thanks to the thousands of hostesses giving Stanley parties daily. (Household cleaning products) Adv. from Life, Apr. 21, 1952, p. 144. © 18Apr52; KK72518.

Your Stanley dealer is your neighbor and your friend. Stanhome. (Household cleaning products) Adv. from Life, Jan. 28, 1952, p. 9. Appl. author: Charles W. Hoyt Co., inc. © 25Jan52; KK69877.

STAR BEAD AND TOY COMPANY ©.

Miss Jewelry Maker, a product of Star Bead & Toy Co. Directions for making your own jewelry. Sheet. Appl. authors: Alfred Hahn, Frank P. Jager, and Egon Zwicker. © 26Sep51; KK69096.

Miss Jewelry Maker. For every child, hours of fun and play. Creative, educational, entertaining. Label. Appl. authors: Alfred Hahn, Frank P. Jager, Egon Zwicker. © 26Sep51; KK68841.

STAR CHEMICAL COMPANY, INC. ©.

Star wood finishing products for professional and workshop use. Folder. Appl. author: W. C. Jankowske. © 4Apr52; KK73253.

STARR, ASHEY HOWARD.

The complete line of quality antennas & accessories. KK70013. SEE Antennex Company.

STARTING GATE PUBLISHING COMPANY.

The bluebook of racing. The starting gate. (Book) Sheet. Appl. author: Simeon Gest. © The Starting Gate Pub. Co.; 17Dec51; KK69755.

STATES, EMMA MCCORMICK.

Charm your family to the table. KK70025 ... SEE Fisher Flouring Mills Company.

STAUFFER CHEMICAL COMPANY. PACIFIC NORTHWEST DIVISION ©.

Why pests leave home: a picture story of agricultural chemicals on the modern farm. 15 p. Appl. author: Grant Thuemmel. © 28Feb52; KK71022.

STECKLER, N. P.

Aquapuf dive mask; provides protection to swimmers ... KK68726. SEE E-Z Products.

Aquapuf ear drum protectors; recommended by doctors ... KK68741. SEE E-Z Products.

STEDMAN, A. WEIT.

Stasco the seat of good housekeeping. KK72684. SEE Standard Tank and Seat Company.

STEEL HEDDLE MANUFACTURING COMPANY ©.

Skill and experience for national defense; engineering & manufacturing facilities. Steel Heddle Mfg. Co. (Steel products) Pamphlet. Appl. author: Clinton Reynolds. © 15Aug51; KK69299.

STEELGRIP PLASTICS.

Steelgrip plastic wall tile. Pamphlet. © Zorro D. Ruben, d.b.a. Steelgrip Plastics; 23Oct51; KK68939.

STEGMAIER BREWING COMPANY ©.

Gold medal beer. Contents 12 fluid ozs. Stegmaier. Label. © 14Jan52 (in notice: 1951); KK74780.

Now, Stegmaier's Gold Medal beer, our finest beer in 94 years. Packed in the new 3-way Cooler-Kit. Adv. from the Evening bulletin, Philadelphia, Nov. 20, 1951. Appl. author: MacManus, John & Adams, inc. © 20Nov51; KK69547.

STEIN, D. R.

Flexit super-flexible coaxial cable. KK72908. SEE Columbia Technical Corporation.

STEINEMANN, WALTER R.

Type ZYB, model SOL Sauter time switches. KK71306. SEE Brown Boveri Corporation.

STEINWEISS, ALEX.

Music of Tchaikovsky. KK69960. SEE Columbia Records, inc.

Oscar Levant plays popular moderns. KK69961. SEE Columbia Records, inc.

STENOTYPE COMMERCIAL COLLEGE. STEN-O-RECORD DIVISION.

Sten-O-Record. (Phonograph record) Label. © Myrtle I. Leitch & William D. Leitch, d.b.a. Sten-O-Record Division, Stenotype Commercial College; 16Jan51; KK70320.

STEPHEN, BRUCE MILLIETTE.

Dollar days are here at Master's. KK73745. SEE Master Products Company.

Here's your key to better duplicating. KK72437. SEE Master Products Company.

Jim Leland's birthday comes in March. KK70893. SEE Master Products Company.

Master's value circus. KK72438. SEE Master Products Company.

Q. E. D., that which has been proven! KK70416. SEE Master Products Company.

You save \$3.25 on the new Symbol-Master. KK70894. SEE Master Products Company.

STERN, ABRAHAM.

B.P.R. Olde Rye brand. KK72131. SEE Baltimore Pure Rye Distilling Company.

Five years old Olde Bourbon brand Kentucky straight bourbon whiskey. KK72004. SEE Dant Distillery Company.

Four years old Olde Bourbon brand Kentucky straight bourbon whiskey. KK72003. SEE Dant Distillery Company.

STERN (HENRI) WATCH AGENCY, INC.

UNIVERSAL DIVISION. The new automatic Universal Monodate. The world's most modern watch. Adv. from Jewelry, May 1952, p. 111. Appl. author: Kelly, Nason, inc. © The Henri Stern Watch Agency, inc. Universal Division; 1May52; KK74384.

STERN, HENRY.

You may be lucky! You will be surprised how easy it is to win a large beautiful portrait photograph ... KK72887. SEE Rembrandt Studio.

STEVENS, R. J. ©.

Red Fox brand; Salmon Valley tackle. (Fishing flies) Card. © 1Dec51; KK68731.

STEWART, RAYMOND RANKIN.

The new Universal plastic basket liner. KK71024. SEE Universal Producing Company.

STICKLEY, JOHN C. ©.

The new action toy. Wonder Dancers. (Balloon toys) Label. © 16Mar52; KK71330.

STOHLMAN, AL.

Doodle page of the month. KK68743 ... SEE Craftool Company.

STOKELY-VAN CAMP, INC. ©.

Stokely's finest chopped spinach.
Label. © 15Oct51; KK70670.

Stokely's finest honey pod sugar
peas. Label. © 15May51; KK70672.

STOLTENBERG, John James, d.b.a.

Stoltenberg Company. SEE Stoltenberg
Company.

STOLTENBERG COMPANY.

Wrought-Craft ornamental shelves in
an early American colonial design.
Sheet. © John James Stoltenberg
d.b.a. Stoltenberg Co.; 2Feb52;
KK74229.

STONE AND WEBSTER ENGINEERING CORPORATION.

BADGER PROCESS DIVISION ©.
Teach your old cat new tricks.

Is coke burning capacity limiting
your high octane gasoline yield?
(Engineering) Adv. from Petroleum
Processing, Sept. 1951; p. 938-939.
© 10Sep51; KK70567.

STOOLZ, Harry and Julius Stoolz, sole

owners, S & S Machine Shop. SEE
S & S Machine Shop.

STOOLZ, Julius and Harry Stoolz, sole

owners, S & S Machine Shop. SEE
S & S Machine Shop.

STOPPERS, INC. ©.

Clov-R. The new high potency chloro-
phyll tablets that prevent mouth,
breath and body odors. Refresh your
breath, refresh your body, refresh
your husband. Nature's own deodor-
ant. Adv. from the Evening star,
Washington, Nov. 5, 1951, p. 14.
© 5Nov51; KK69244.

STORM AND KLEIN.

How to make lovely flowers and cor-
sages from used nylon stockings.
KK71477. SEE Park and Tilford.

STORM FLOORING COMPANY, INC. ©.

Ironbound hardwood floors. Continuous
strip pattern ... expands less,
wears longer. 3 p. © 3Dec51;
KK68729.

Ironbound hardwood floors. Folder.
© 16May52; KK74137.

STORY, BROOKS AND FINLEY, INC. ©.

Sales power starts with enthusiasm.
When our business was established
in 1912, we had an ardent belief
that newspapers were ... the basic
advertising medium of the national
economy. (Publishers' representa-
tives) Adv. from Editor & publish-
er, Apr. 19, 1952, p. 34-35. Appl.
author: Benjamin Eshleman Co.
© 19Apr52; KK72983.

STRAUSS (L.) AND COMPANY, INC. ©.

We introduce to wee men of Indiana
the one and only, their very own
Wee Men shop. (Boys' clothing)
© 19Feb52; KK71387.

STRAYHORN, ERVIN LEE ©.

Mender. cHandle repairer. Sheet.
© 29Apr52; KK74573.

STREET (R. R.) AND COMPANY, INC. ©.

Strong Soap Solution here to stay. New
testing kit provides uniformity
formerly lacking. (Dry cleaning)
Adv. from National cleaner & dyer,
Mar. 1952, p. 95. Appl. author:
Paul V. Warren. © 10Feb52; KK73594.

STREULI, WERNER.

Unitype air blast breaker cubicle
switchgear. KK71307. SEE Brown
Boveri Corporation.

STRIATILE ©.

Results like this! As easy as this!
With the most dynamic decorating
and creative idea in years! (Ply-
wood tile) Folder. Appl. author:
Armand Sussman. © 6Mar52; KK72905.

STROHMAYER AND ARPE COMPANY ©.

Open a can of Marie Elisabeth with
the certainty you will enjoy the
most delicious Portuguese sardines
ever packed. Sheet. © 1Feb52;
KK71679.

The three trees sell themselves,
irresistible ... Re Umberto serv-
ing trees. (Foods) Card.
© 18Apr52; KK72806.

STROMBECK-BECKER MANUFACTURING COMPANY ©.

North American F-86 Sabre Jet. (In-
struction sheet. Solid model air-
plane assembly kit) Sheet.
© 15Feb52 (in notice: 1951); KK72251.

STUCKENBERG, HENRY MALCOLM.

Futuro ankle brace for tired, aching,
painful ankles. KK73123. SEE
Jung Products, inc.

Futuro elbow brace for sprains,
sprains, weakness. KK73124. SEE
Jung Products, inc.

Futuro knee brace for tired, aching,
painful knees. KK73121. SEE
Jung Products, inc.

Futuro wrist brace for sprains,
sprains, weakness. KK73122. SEE
Jung Products, inc.

STUCKEY, Eugene A. and Robert J. Martin,

partnership, Pelicape Sales Company.
SEE Pelicape Sales Company.

STUDEBAKER CORPORATION.

Announcing the newest of the new for
'52. New 1952 Studebaker. A new 120-
horsepower Commander V-8. (Motor
cars) Adv. from the Saturday eve-
ning post, Jan. 26, 1952, p. 62-63.
Appl. author: John Hayes Kelly.
© The Studebaker Corp.; 23Jan52;
KK69553.

Big or small loads cost less to
haul in a Studebaker truck.
Adv. from Farm Journal, Mar. 1952,
inside front cover. Appl. author:
John Hayes Kelly. © The Studebaker
Corp.; 15Feb52; KK70495.

An exciting eye-ful and amazingly
thrifty! Studebaker Starliner.
(Motor cars) Adv. from the Satur-
day evening post, June 14, 1952,
p. 96. Appl. author: John Hayes
Kelly. © The Studebaker Corp.;
11Jun52; KK74547.

Excitingly styled new Studebaker saves
gasoline every mile. State Commander
V-8; Studebaker Starliner. Adv.
from the Saturday evening post,
May 10, 1952, p. 100. Appl. author:
John H. Kelly. © The Studebaker
Corp. (in notice: Studebaker);
10May52; KK73193.

Here's jet-streamed styling and stand
out gas saving. State Commander V-8
convertible; Studebaker Starliner.
Adv. from Life, June 9, 1952, p. 2
of cover. Appl. author: John Hayes
Kelly. © The Studebaker Corp.;
6Jun52; KK74062.

Keep rolling at low cost with a
Studebaker truck. It's the gas-
saving design of a Studebaker truck
that makes it a stand-out money-
saver. Adv. from the Saturday
evening post, Apr. 19, 1952, p. 2.
Appl. author: John Hayes Kelly.
© The Studebaker Corp.; 16Apr52;
KK72426.

New 1952 Studebaker styling helps
you to save gasoline. (Motor cars)
Adv. from Country gentleman,
Mar. 1952, p. 3 of cover. Appl.
author: John Hayes Kelly. © The
Studebaker Corp.; 27Feb52; KK70916.

Own this style star and economy star.
See Studebaker for '52. Adv. from
Life, Apr. 14, 1952, p. 2 of cover.
Appl. author: John Hayes Kelly.
© The Studebaker Corp.; 10Apr52;
KK72269.

A stand-out in style; saves gas every
mile. Studebaker Starliner, Amer-
ica's smartest hard-top. (Motor
car) Adv. from Life, May 19, 1952,
p. 77. Appl. author: John Hayes
Kelly. © The Studebaker Corp.;
15May52; KK73465.

Studebaker again steps out ahead
in style. (Motor cars) Adv.
from the Saturday evening post,
Mar. 1, 1952, p. 53. Appl. author:
John Hayes Kelly. © The Stude-
baker Corp.; 27Feb52; KK70915.

Styled to stir your pride. Designed
to save you money. See Studebaker
for '52. (Motor cars) Adv. from
Country gentleman, May 1952, p. 3
of cover. Appl. author: John Hayes
Kelly. © The Studebaker Corp.;
30Apr52; KK72811.

This excitingly styled Studebaker is
an amazingly thrifty car! Adv.
from Country gentleman, July 1952,
p. 3 of cover. Appl. author: John
Hayes Kelly. © The Studebaker Corp.;
25Jun52; KK74904.

Thrifty Studebaker trucks stand up
amazingly long. Adv. from Country
gentleman, June 1952, p. 3 of
cover. Appl. author: John Hayes
Kelly. © The Studebaker Corp.;
28May52; KK73974.

You've got a truck you can trust when
you own a Studebaker. Adv. from
Country gentleman, Apr. 1952, p. 51.
Appl. author: John Hayes Kelly.
© The Studebaker Corp.; 26Mar52;
KK71747.

STUDENT BOOK EXCHANGE ©.

An illustrated map of Northwestern
University at Evanston, Illinois.
(Textbooks) Sheet. © 7Jan52;
KK69975.

STURDIVANT, MORGAN H.

Caro-Maid ice cream. KK73157. SEE
Gulf Paper Company, inc.

STYLECRAFT FROCKS, INC. ©.

You can make it in an hour. An
original Stylecraft Sew-Easy.
(Cut-out dresses) Label. Appl.
author: Morton Bookler. © 25Feb52;
KK70912.

STYLES (E. M.) INC. ©.

Shampoo Goggles. Protection for your
eyes against suds and chemicals.
Size 1. Label. Appl. author:
Eagle Fashion Studio. © 10Nov51;
KK71899.

Shampoo Goggles. Protection for your
eyes against suds or chemicals.
Children's size 2. Label. Appl.
author: Eagle Fashion Studio.
© 10Nov51; KK71901.

Shampoo Specs. Thirsty terry cloth
absorbs suds and chemicals. Size
1. Label. Appl. author: Eagle
Fashion Studio. © 10Nov51;
KK71900.

Shampoo Specs. Thirsty terry cloth
absorbs suds and chemicals.
Children's size 2. Label. Appl.
author: Eagle Fashion Studio.
© 10Nov51; KK71897.

Toddler's Shampoo Specs. Fun instead
of tears. Thirsty terry cloth ab-
sorbs suds. Size 3. Label. Appl.
author: Eagle Fashion Studio.
© 10Nov51; KK71898.

SUCHY, ARTHUR BARTHOLOMEW ©.

Here's how to tap Burkhardt's beer.
Key diagram beer flow system.
Sheet. 28Jan52; KK71046.

SULLIVAN, JOHN DANIEL ©.

From New Mexico, Little Miss saddle
skirt. Sheet. © 26Dec51; KK69636.

SULLIVAN, Mildred C. and Norman M.
Sullivan d.b.a. Corky Specialty
Company. SEE Corky Specialty
Company.

SULLIVAN, Norman M. and Mildred C.
Sullivan d.b.a. Corky Specialty
Company. SEE Corky Specialty Company.

SULLIVAN, STAUFFER, COLWELL AND
BAYLES, INC.
Guard against throat-scratch.
KK69474 ... SEE American Cig-
arette and Cigar Company.

SUNBEAM CORPORATION ©.
Again in '51, more dealers report
Sunbeam Shavemaster their best
seller than any other shaver.
(Electric shaver) Adv. from Life,
Oct. 22, 1951, p. 96. Appl. au-
thor: Albert E. Widdifield.
© 19Oct51; KK72336.

Again in 1951, more dealers report
Sunbeam Shavemaster their best
seller than any other shaver.
(Electric shaver) Adv. from the
Saturday evening post, Sept. 29,
1951, p. 44-45. Appl. author:
Albert E. Widdifield. © 26Sep51;
KK72335.

Again in '51, more dealers report
Sunbeam Shavemaster their best
seller than any other shaver.
(Electric shaver) Adv. from the
Saturday evening post, Oct. 13,
1951, p. 151. Appl. author: Albert
E. Widdifield. © 10Oct51; KK72338.

Closer, cleaner, faster shaves have
made Sunbeam Shavemaster the best
selling electric shaver in '51.
Adv. from the Saturday evening post,
Nov. 3, 1951, p. 69. Appl. author:
Albert E. Widdifield. © 31Oct51;
KK72327.

Give him the one men like best:
Sunbeam Shavemaster, the best sell-
ing electric shaver in '51. Adv.
from Life, Nov. 26, 1951, p. 63.
Appl. author: Albert E. Widdifield.
© 23Nov51; KK72329.

New Sunbeam Mixmaster, model 10 auto-
matic. Only the new Sunbeam Mix-
master. Lighter, higher, finer-
textured cakes. (Electric mixer)
Adv. from the Saturday evening post,
June 16, 1951. Appl. author: Albert
E. Widdifield. © 16Jun51; KK69573.

Now, the sensational new Sunbeam
steam or dry Ironmaster. Plug in for
steam just as you do for current.
(Electric iron) Adv. from the
Saturday evening post, Nov. 24,
1951, p. 91. Appl. author: Albert
E. Widdifield. © 21Nov51; KK72332.

Only Sunbeam Shavemaster has the
twice-as-wide shaving head that
shaves twice as much beard in same
time. (Electric shaver) Adv. from
the Saturday evening post, Sept. 8,
1951, p. 64. Appl. author: Albert
E. Widdifield. © 5Sep51; KK72334.

Only the new Sunbeam Mixmaster model
10 gives you all these advantages.
Lighter, higher, finer textured
cakes. (Electric mixer) Adv. from
Life, Nov. 5, 1951, p. 20. Appl.
author: Albert E. Widdifield.
© 2Nov51; KK72326.

Only the new Sunbeam model 10 auto-
matic Mixmaster gives you all these
advantages. (Electric mixer) Adv.
from What's new in home economics,
Sept. 1951, p. 2 of cover. Appl.
author: Albert E. Widdifield.
© 25Aug51; KK72333.

Only the new Sunbeam model 10 auto-
matic Mixmaster gives you all these
advantages. Lighter, higher, finer-
textured cakes. (Electric mixer)
Adv. from Life, Sept. 17, 1951, p.
155. Appl. author: Albert E. Widdi-
field. © 14Sep51; KK72337.

Only the Sunbeam toasts with radiant
control. Automatic beyond belief.
All you do is drop in the bread.
(Electric toaster) Adv. from the
Saturday evening post, Oct. 27,
1951, p. 44. Appl. author: Albert
E. Widdifield. © 24Oct51; KK72325.

Only the Sunbeam toasts with radiant
control. Automatic beyond belief.
All you do is drop in the bread.
(Electric toaster) Adv. from the
Saturday evening post, Dec. 8, 1951,
p. 50. Appl. author: Albert E.
Widdifield. © 5Dec51; KK72331.

Sunbeam automatic Coffeemaster is
your assurance of a perfect cup of
coffee every time. (Electric coffee
maker) Adv. from Life, Nov. 12,
1951, p. 162. Appl. author: Albert
E. Widdifield. © 9Nov51; KK72328.

Sunbeam Shavemaster has the bigger,
single, smooth head that shaves
closer and faster than any other
method, wet or dry. (Electric
shaver) Adv. from the Saturday
evening post, Feb. 23, 1952, p. 46.
Appl. author: Albert E. Widdifield.
© 20Feb52; KK72330.

SUNNYVALE PACKING COMPANY ©.
Rancho Red's adventure map of the
Old West. An authentic pictorial
map illustrating the most important
historical events in the develop-
ment of the West from 1800-1900.
(Canned soup) Sheet. Appl. author:
Parker Edwards. © 1Jan52 (in
notice: 1951); KK70572.

SUNSET-MCKEE BUSINESS FORMS ©.
Business reward certificates.
(Business forms) Pamphlet.
Appl. authors: Charles Roland
Ellsburg & Robert Arthur Heeley.
© 1Nov51; KK70758.

A key to better management. Silent
supervision. Business forms instill
supervision over every activity.
Folder. Appl. authors: Charles
Francis Doyle & Robert Arthur
Heeley. © 26Oct51; KK70396.

SUNWAY FRUIT PRODUCTS ©.
Easy to make delicious Freshie soft
drinks, makes 10 glasses - 2 quarts.
Poster. © 1Apr52; KK73331.

SUPER MARKET INSTITUTE ©.
Advertising-promotion service. (Food)
Pamphlet. Appl. author: McMahon &
Morse.

Jan. 1952. © 14Dec51; KK68833.
Feb. 1952. © 28Dec51; KK69527.
Mar. 1952. © 8Feb52; KK70447.
Apr. 1952. © 25Feb52; KK70716.
May 1952. © 20Mar52; KK71521.
June 1952. © 22Apr52; KK72679.
July 1952. © 20May52; KK73943.
Aug. 1952. © 24Jun52; KK74770.

SUPERIOR SLEEPRITE CORPORATION ©.
At your store, newest advances in
living room styling now yours
with all the OverNite'r extra ad-
vantages. (Multi-use sleep
furniture) Sheet. Appl. author:
Harold M. Baum. © 7Feb52; KK71862.

SURFACE COMBUSTION CORPORATION ©.
Case hardening in Surface standard
rated furnaces. SC-159. Folder.
© 1May52; KK74404.

Prepared gas atmospheres for heat
treating. Applied gas chemistry by
Surface. SC-155. 7 cl. p.
© 15Oct51; KK74405.

RX prepared atmosphere generators,
for the treatment and protection
of ferrous metal surfaces. SC-158.
Folder. © 15Apr52; KK74406.

Surface direct fired furnaces. SC-156.
(Heat treating equipment) Folder.
© 17Mar52; KK74481.

SURGITUBE PRODUCTS CORPORATION ©.
Here it is! The greatest shortcut
in first aid bandaging since 600
B. C. Introducing Surgitube over
dressing new junior pack. (Tu-
bular gauze) Sheet. Appl.
author: Louis Hochman. © 25Jan52;
KK69664.

A new jet speed bandage: Surgitube.
A twist and it fits. The scientific
seamless bandage. Folder. Appl.
author: Louis Hochman. © 15Apr52;
KK72367.

Surgitube over dressing. A twist and
it fits. Scientific gauze bandage.
Folder. Appl. author: Louis
Hochman. © 8Feb52; KK70160.

Surgitube the greatest shortcut in
bandaging since 600 B. C. The
scientific seamless bandage.
Distributors' price list, Jan. 1952.
(Tubular gauze) Folder. Appl.
author: Louis Hochman. © 25Jan52;
KK69682.

A twist and it fits. Scientific gauze
bandage. Surgitube. Folder. Appl.
author: Louis Hochman. © 3Apr52;
KK72882.

SUSSMAN, ARMAND.
Results like this! As easy as this!
With the most dynamic decorating
and creative idea in years!
KK72905. SEE Striatile.

SUTHERLAND PAPER COMPANY ©.
Pulk pak ice cream. Contents: one
half gallon liquid. Label.
Appl. author: Clifton T. Wilson.
© 22Jan52 (in notice: 1951)
KK74270.

Fresh as an ocean breeze. Formfit.
(Shirt protection) Cardboard form.
Appl. author: Clifton T. Wilson.
© 26Mar52; KK72468.

Fine shirt finishing for the American
aristocrat. Formfit. (Shirt pro-
tection) Cardboard form. Appl. au-
thor: Clifton T. Wilson. © 26Mar52;
KK72466.

Look up, and enjoy that glorious feel-
ing. Dress up. Formfit. (Shirt pro-
tection) Cardboard form. Appl. au-
thor: Clifton T. Wilson. © 26Mar52;
KK72467.

Mrs. Smith's "Mello-Rich" pie.
Net weight 4 ozs. Label.
Appl. author: Clifton T. Wilson.
© 8Jan52; KK69649.

New Plastaplates. Grease proof,
sturdy, waterproof. Purity. 12
serving plates. Label. Appl.
author: Clifton T. Wilson.
© 14Apr52; KK72868.

New Plastaplates. Grease proof,
sturdy, waterproof. 16 dessert
plates. Purity. Label. Appl. au-
thor: Clifton T. Wilson. © 14Apr52;
KK72869.

New sturdy, waterproof, greaseproof
Plastaplates. 16 6" Atlas style
dessert plates. Label. Appl. au-
thor: Clifton T. Wilson. © 14Apr52;
KK72867.

To add to your smart appearance.
Formfit. (Shirt protection) Card-
board form. Appl. author: Clifton
T. Wilson. © 26Mar52; KK72469.

You'll enjoy that carefully groomed
look. Formfit. (Shirt protection)
Cardboard form. Appl. author:
Clifton T. Wilson. © 26Mar52;
KK72470.

Your shirt sir, crisp, clean, sparkl-
ing. Formfit. (Shirt protection)
Cardboard form. Appl. author:
Clifton T. Wilson. © 26Mar52;
KK72471.

SUTTON, FELIX.
Piel's is the beer for me. KK71284.
SEE Piel Brothers.

SWANSON, G. Fred and Cecelia Sears, d.b.a. S and S Products Company. SEE S and S Products Company.

SWEET, HUBERT R.

Automatically up to date, self-winding calendar watches. KK74191. SEE Movado Watch Agency, inc.

Automatically your choice. KK71527. SEE Movado Watch Agency, inc.

Pleasant moments in sports by Bob Considine. KK69801 ... SEE National Distillers Products Corporation.

Your automatic choice. KK71504. SEE Movado Watch Agency, inc.

SWEET, RICHARD B.

For their health's sake smooth, draft-free heating comfort with Vulcan. KK74005. SEE Vulcan Radiator Company.

SWEET-ORR AND COMPANY, INC. ©.

Sweet-Orr's brand western rider's pants. For work, for play, for school. Label. © 22Jan52; KK71247.

SWEETS (MARTIN) COMPANY.

The Martin Sweets Co. presents the Synchronometer, a new approach to the technique of R.B.C. and W.B.C. (Laboratory equipment) Folder. © Martin Sweets, d.b.a. The Martin Sweets Co.; 5Feb52; KK71907.

SWISS FEDERATION OF WATCH MANUFACTURERS ©.

Why only a fine Swiss watch can give you such beauty, precision and value. Adv. from Look, Dec. 18, 1951, p. 49. Appl. author: Foote, Cone & Belding. © 4Dec51; KK68914.

Why 7 out of 10 jewelers wear fine Swiss watches themselves. Adv. from Life, Jan. 21, 1952, p. 65. Appl. author: Foote, Cone & Belding. © 17Jan52; KK70105.

Why the watches that make news come from Switzerland. Switzerland has set the world's standards in the perfection of ingenious new jeweled-lever watches. Adv. from Life, May 5, 1952, p. 159. Appl. author: Foote, Cone and Belding. © 2May52; KK73552.

Why you'll be so proud to give a fine Swiss watch. When you choose a fine Swiss watch for someone you love, it speaks more eloquently than words. Adv. from Life, Apr. 4, 1952, p. 123. Appl. author: Foote, Cone and Belding. © 4Apr52; KK72175.

SWIVELIER COMPANY, INC. ©.

Mounting instructions. Determine exact mounting spot for your Vogue-Lite ... (Electrical lighting units) Label. Appl. author: Nathan Rodney Schwartz. © 15Jan52 (in notice: 1951); KK73377.

SYLVAN SWEETS COMPANY ©.

Lucky Pall Mall candy cigarettes. When regular kids want the best. Label. © 31Mar52; KK72413.

Safelite bike safety kit. Label. © 14Jan52 (in notice: 1951); KK69771.

3 free lucky coupons for you. (Confectionery) Folder. Appl. author: J. A. Holzer. © 27Nov51; KK68943.

SYNTHETIC NITROGEN PRODUCTS CORPORATION ©.

Top yields of quality corn. Cal-Nitro the perfect topdresser. (Fertilizer compound) Folder. Appl. author: Freiwald & Coleman. © 25Jan52; KK69717.

Top yields of quality cotton. Cal-Nitro the perfect topdresser. (Fertilizer compound) Folder. Appl. author: Freiwald & Coleman. © 15Feb52; KK70701.

SYRACUSE, FRANCES P. ©.

The new Wonder baby food carrier. Label. © 15Feb52; KK74680.

T

TAEYAERTS, JAN.

In diamond tools, P. S. M. makes the difference. KK73158. SEE Precision Diamond Tool Company.

TALON EDUCATIONAL SERVICE ©.

The beach pail. Talon zipper design no. 1038. Sheet. © 20Jun52; KK74752.

The beach roll, made with two 14 inch handbag Talon zippers and a 16 inch separating Talon zipper. Talon zipper design no. 1006X. Pattern. © 15Feb52; KK70487.

The beach sock. Talon zipper design no. 1083. Sheet. © 20Jun52; KK74751.

The cabana cape made with a 20 inch separating Talon zipper. Talon zipper design no. 1080 R. Pattern. © 15Feb52; KK70485.

The cat's whiskers bag made with a 10 inch handbag Talon zipper. Talon zipper design no. 1079BL. Pattern. © 7Apr52; KK72443.

The magazine porter, made with a 7 inch handbag Talon zipper. Talon zipper design no. 1081 R. Pattern. © 15Feb52; KK70486.

The melon bag, made with a 10 inch handbag Talon zipper. Talon zipper design no. 1059. Pattern. © 15Feb52; KK70489.

The notebook caddy, made with a 9 inch handbag Talon zipper. Talon zipper design no. 1039X. Pattern. © 15Feb52; KK70488.

The slip cover hat, made with an 8 inch seam-thin Talon zipper. Talon zipper design no. 1030. Pattern. © 15Feb52; KK70490.

TANBARK MANUFACTURING COMPANY ©.

Look your western best! Tanbark shirts. Adv. from the Monitor, Denver, Jan. 25, 1952, p. A. Appl. author: Edwin P. Glick. © 25Jan52; KK70064.

TASH (AL) DYE WORKS ©.

Heats and holds digester solution at correct temperature. Twin Dy-gester table. Folder. Appl. author: R. J. Burke Advertising, inc. © 1Jun52; KK74291.

Heats and holds Dy-Gester solution at correct temperature. Twin Dy-Gester table. (Equipment in cleaning room of dry cleaning plant) Folder. Appl. author: Robert J. Burke. © 1Oct51; KK69718.

TASTY BAKING COMPANY ©.

Tastykake. High scorer. Poster. © 15Feb52; KK70999.

Tastykake - worth adding. (Cake) Poster. © 15Apr52; KK72771.

Tasty-pie. Ap-peeling. Poster. © 15Mar52; KK72059.

Tasty-pie hits the spot. Poster. © 15May52; KK73905.

TATHAM-LAIRD, INC.

The only pocket lighter giving 6 months of lights without refueling. KK70578. SEE Parker Pen Company.

Parker Flaminaire lighters you give this Christmas won't need refueling till June. KK69456. SEE Parker Pen Company.

Wonderfully new for Christmas. KK69321 ... SEE Parker Pen Company.

TATUM, JOHN L.

Ker-Chif-Ad. This idea expresses and pertains to a printed die-cut, return postage multi-folder, including artistic and pictorial works, applicable to the dry cleaning industry ... Folder. © John L. Tatum and Ferdinand C. Forney; 7May51; KK71994.

TAYLOR, DON.

The key to your child's future. The book of knowledge. KK68975. SEE Grolier Society, inc.

TAYLOR (E. E.) CORPORATION ©.

Informal and smart. Taylor hand-fashioned informals. (Men's shoes) Adv. from the New Yorker, May 10, 1952, p. 132. © 10May52; KK74485.

Taylor hand-fashioned informals. Informal and smart. (Men's shoes) 24 p. © 14Apr52; KK72822.

Taylor hand-fashioned informals. Informal and smart. (Men's shoes) Adv. from the New Yorker, May 10, 1952, p. 10. © 10May52; KK74484.

Taylor hand-fashioned informals. Informal and smart. (Men's shoes) Adv. from the New Yorker, May 24, 1952, p. 41. © 24May52; KK74057.

TAYLOR, HENRY J.

Check yourself. KK70987. SEE Silicone Paper Company of America, inc

Presto, they sparkle. Magic Lens Tissues. KK70879. SEE Silicone Paper Company of America, inc.

What DuPont saves in accidents, poor production, time and money, you can save. KK70988. SEE Silicone Paper Company of America, inc.

TAYLOR (THOMAS) AND SONS ©.

Cool feet make war friends. Nylon mesh Shugor. Adv. from Boot and shoe recorder, Jan. 15, 1952, p. 80. Appl. author: Ralph A. Parker. © 15Jan52; KK69673.

Creating trends is easy with Shugor. Cool airy shoes increase in appeal when fitting is confident and comfortable with Shugor mesh gore. (Shoe goring) Adv. from Creative footwear, May 1952, p. 20. Appl. author: Ralph A. Parker. © 5May52; KK73431.

Exceptional, striking, sparked by Shugor adaptability. (Shoe goring) Adv. from Boot and shoe recorder, May 1, 1952, p. 4. Appl. author: Ralph A. Parker. © 1May52; KK73430.

Grown-up styles for juveniles. Fitting youngsters' pliant feet to styles reflecting adult importance, is made easy by using Shugor ... Adv. from Boot and shoe recorder, Apr. 1, 1952, p. 73. Appl. author: Ralph A. Parker. © 1Apr52; KK72278.

Harmony in three flats. Shoes that fairly sing of style and comfort take their cue from Shugor. (Shoe goring) Adv. from Creative footwear, Apr. 1952, p. 35. Appl. author: Ralph A. Parker. © 7Apr52; KK72560.

Reinforced edge Shugor, the reinforcement that holds the line. (Shoe goring) Adv. from Creative footwear, Feb. 1952, p. 4. Appl. author: Ralph A. Parker. © 1Feb52; KK71423.

Still the ultimate in comfort. Shugor. (Shoes) Adv. from Boot and shoe recorder, June 15, 1952, p. 16. Appl. author: Ralph A. Parker. © 15Jun52; KK74902.

TAYLOR (THOMAS) AND SONS ©. Cont'd.

There's comfort, utility, insurance against slipping and foot infection, when feet are in Dri-Docs, the all-purpose scuff. As usual where there's comfort there's Shugor. (Shoe goring) Adv. from Creative footwear, Jan. 1952, p. 12. Appl. author: Ralph A. Parker. © 9Jan52; KK69538.

Today the world-wide acceptance of Shugor is the result of 88 years of experience. (Shoe goring) Adv. from American shoemaking, Mar. 5, 1952, p. 4 of cover. Appl. author: Ralph A. Parker. © 5Mar52; KK72260.

TAYLOR (V. L.) AND COMPANY ©.

Home cool home with Clear-Vue air conditioning deluxe. Easy to install, easy to move. Clear-Vue gives clear vision, looks good from inside and outside. (Evaporative cooler) Folder. Appl. author: G. Don Curphey. © 17Mar52; KK72002.

TAYLOR, William F., sole owner, Tay-Lo-Rak Company. SEE Tay-Lo-Rak Company.

TAY-LO-RAK COMPANY.

New, new, 49¢ Tay-Lo-Rak, children's garment training rack. Label. © The Tay-Lo-Rak Co., William F. Taylor, sole owner; 15Nov51; KK69639.

TELAUTOGRAPH CORPORATION ©.

It adds up to something really new! Business forms, instant communication. Telautograph Instan-Form telescribers. Folder. Appl. author: Joseph T. Sloane. © 21Jan52; KK70066.

TELU ENTERPRISES, INC. ©.

Coke's a natural! El Squeako. (Beverage) Card. Appl. author: Steve Carlin. © 14Apr52; KK72804.

Coke's a natural! Gala-Poochie. (Beverage) Card. Appl. author: Steve Carlin. © 14Apr52; KK72801.

Coke's a natural! Mr. Zoomack. (Beverage) Card. Appl. author: Steve Carlin. © 14Apr52; KK74458.

Coke's a natural! Polka Dottie. (Beverage) Card. Appl. author: Steve Carlin. © 14Apr52; KK72802.

Coke's a natural! Rootie Kazootie cando Todd Russell. (Beverage) Card. Appl. author: Steve Carlin. © 14Apr52; KK72803.

TEMPLETON, FRANCIS H. ©.

All ages and the circus by Francis H. Templeton. Book I, before the main show starts. (Book) Folder. © 11Mar52; KK71366.

TENNANT (G. H.) COMPANY ©.

It's faster than a crew of men. Tennant model R floor machine. Sheet. © 12Dec51; KK71909.

Model 36 electric power sweeper. (Floor machine) Sheet. © 28Mar52; KK71911.

Scores paved surfaces, assures better bond for new topping, saves time, cuts costs. Tennant Revo-Tool. (Floor machine) Sheet. © 1Mar52; KK71910.

TENNESSEE BREWING COMPANY ©.

It's here, Goldcrest 51 select. Smoother-brewed to give you a flavor lift. Look for the word select. (Beer) Adv. from Memphis press-scutitar, Mar. 17, 1952. Appl. author: Westheimer & Block. © 17Mar52; KK71950.

TESTED PAPERS OF AMERICA, INC. ©.

Military packaging. A guide to government specifications covering methods and materials. (Paper products) Folder. Appl. author: C. A. Spaulding. © 15Jun51; KK69712.

TEXTILEATHER CORPORATION ©.

The Textolite. Folder. Appl. author: Moore & Bellows. Spring 1952. © 8Jun52; KK74139.

TEXTILE MARKING MACHINE COMPANY, INC. ©.

The Tag-O-Matic for drycleaners. Makes, marks, cuts, ejects and stacks tags in split-second operations. (Laundry machinery) Sheet. Appl. author: Barlow Adv. Agency. © 28Dec51; KK70284.

Tremendous savings in handling costs of identification and assembly by one-pass marking and stapling with Tag-o-electric for drycleaners. Tag-o-matic. (Laundry machinery) Adv. from Cleaning & laundry world, Nov. 1951, p. 3. Appl. author: Barlow Advertising Agency. © 23Nov51; KK69545.

Tremendous savings in handling costs of identification and assembly by one-pass marking and stapling with the new Tag-O-Lectric for drycleaners. Adv. from Texas laundry and cleaning journal, Mar. 1952, p. 40. Appl. author: Barlow Advertising Agency. © 25Mar52; KK72588.

Tremendous savings in handling costs of identification and assembly by one-pass marking and stapling with the new Tag-O-Lectric for drycleaners. (Laundry machinery) Adv. from National cleaner & dyer, Feb. 1952, p. 195. Appl. author: Barlow Adv. Agency. © 1Feb52 (in notice: 1951); KK70557.

Tremendous savings in handling costs of identification and assembly ... Tag-O-Lectric. (Marking equipment) Adv. from American dry cleaner, Mar. 1952, p. 21. Appl. author: Barlow Advertising Agency. © 15Mar52; KK71506.

TEXTILEATHER CORPORATION ©.

Application manual for Textileather's Toltex convertible topping. Folder. Appl. author: Moore & Bellows Advertising Agency. © 22May52; KK72674.

He must depend on the covering. (Plastic leathercloth) Folder. Appl. author: Moore & Bellows. © 10Jun52; KK74831.

How to obtain best upholstery results with Tolux F-5 plastic leathercloth. Tolux F-5 instruction folder. Appl. author: Moore & Bellows. © 20May52; KK74211.

This is elastic Tolavon. Plastic upholstery with the elastic backing for maximum pliability. Fits like a glove. Folder. Appl. author: Moore & Bellows. © 13May52; KK73423.

THACKERA, ALEXANDER MONTGOMERY.

Model 60000-1 manual control panel. KK70443. SEE Mason-Neilan Regulator Company.

THAYER, GIFFORD DAVIS.

Tube-Turn SF (scale-free) welding couplings. KK69607. SEE Tube Turns, inc.

THOMAD, EDMOND G.

The modern prescription department, custom built at basic prices! KK70161. SEE Sharp and Dohme, inc.

THOMAS, COLIN J. S. ©.

Aquatic insects, the natural food of trout, are the models for your wet and dry flies. (Frozen fish) Label. © 26Nov51; KK68880.

THOMAS, EDMOND G.

Designed for you. The modern prescription department. KK72201. SEE Sharp and Dohme.

The modern prescription department. KK71242. SEE Sharp and Dohme, inc.

The prescription department of tomorrow can be yours today. What are your requirements? 10 ... 25 ... 100 prescriptions daily? Pharmaceuticals, biologicals. KK69399. SEE Sharp and Dohme, inc.

THOMAS, L. H.

Gloss-Text plastic starch. KK70575. SEE Rapp-Ramsey Company.

THOMAS, PERRY R.

Record low price for a famous, fully automatic Whirlpool. New thrift automatic washer. KK69542. SEE Whirlpool Corporation.

THOMAS, RICHARD D.

The amazing new finish, Dramex. KK71603. SEE Reardon Company.

Bondex adds color charm. KK73473. SEE Reardon Company.

Bondex cement paint headquarters; see us about moisture control problems. KK73479. SEE Reardon Company.

Bondex easy to apply. KK73471. SEE Reardon Company.

Bondex is washable. KK73470. SEE Reardon Company.

Bondex low cost protection. KK73474. SEE Reardon Company.

Bondex seals wet basements. KK73472. SEE Reardon Company.

Bondex seals wet walls. KK73475. SEE Reardon Company.

Cash in on extra profits! Add a plus to your regular paint line! Sell Dramex. KK74360. SEE Reardon Company.

Fresh new beauty that defies weather; you can seal out moisture with Bondex. KK74359 ... SEE Reardon Company.

Get better decorating jobs, save patching time with Resurf. KK74361. SEE Reardon Company.

Suggested uses for your new Bondex window trim. KK73476. SEE Reardon Company.

Supercel cellulose wallpaper paste. KK71805 ... SEE Reardon Company.

THOMAS, ROBERT P.

WKE (HMS) Mobil-Mill, 2, inside air lift, general arrangement with 7' D. cone & 3' x 16' Robins screen. 119-266A. KK69513. SEE Western Machinery Company.

THOMASSON (ROSS) COMPANY ©.

Strictly G. I. (Stationery) Label. © 17Jan52; KK70797.

THOMPSON, DONALD G.

1952 reference catalogue of distinguished correspondence papers, napkins ... KK74699. SEE Merri-made, inc.

THOMPSON (J. WALTER) COMPANY.

The all-family drink. KK69777 ... SEE Seven-Up Company.

Always welcome, and the welcome lasts. New Parker 51. KK69348 ... SEE Parker Pen Company.

THOMPSON (J. WALTER) COMPANY.

Cont'd.

Announcing the romantically beautiful new Enchantment. KK74233. SEE Oneida, Ltd.

Beautifully scrolled, pure in line, this is Mansion House in Heirloom Sterling. KK74237. SEE Oneida, Ltd.

Budding beauty endures in Lasting Spring by Heirloom Sterling. KK74889. SEE Oneida, Ltd.

Buy it for thrift, for there is no known limit to the life of this pen. KK74595. SEE Parker Pen Company.

Cereal Story. KK74235. SEE Shell Oil Company.

Circus hostess sets by Libbey Glass. KK73132 ... SEE Owens-Illinois Glass Company. Libbey Glass Division.

Cool favorites for hot weather. KK74230. SEE Owens-Illinois Glass Company. Libbey Glass Division.

Discover now the special kind of pride it brings! KK70633 ... SEE Parker Pen Company.

Dollars can't measure the pride it brings. New Parker 51. KK69347. SEE Parker Pen Company.

For Christmas giving ... new Parker 51. KK69776. SEE Parker Pen Company.

For easier writing this semester. KK71033. SEE Parker Pen Company.

Four star entertainers. KK73133. SEE Owens-Illinois Glass Company. Libbey Glass Division.

The fresh up family drink. KK71849. SEE Seven-Up Company.

Fresh up with Seven-Up. KK69025 ... SEE Seven-Up Company.

Friden makes figure-work ABC simple in office, factory and store. KK72446. SEE Friden Calculating Machine Company, Inc.

From where I sit, by Joe Marsh. KK69480 ... SEE United States Brewers Foundation, Inc.

From the Golden Age to the Golden Gate. KK73131. SEE Shell Oil Company.

Give the gift of loveliness. KK71031. SEE Weco Products Company.

Good taste today. What's right for bacon? KK69479. SEE Oneida, Ltd.

Here's a new kind of hairbrush that does really wonderful things for your hair! KK70773. SEE Weco Products Company.

How to set a glass on fire. KK74236. SEE Shell Oil Company.

In industrial plant and village store, simplest of all ways to figure is on the Friden, the thinking machine of American business. Friden is the fully-automatic calculator. KK68980. SEE Friden Calculating Machine Company.

It's finger snap simple to figure percentages on the Friden. The thinking machine of American business. KK73225. SEE Friden Calculating Machine Company, Inc.

Locked and sealed within its own glass tube. KK70774. SEE Weco Products Company.

Merry Christmas to all from the all-family drink. 7up. KK69026. SEE Seven-Up Company.

Merry makers, for your parties. KK69477. SEE Owens-Illinois Glass Company. Libbey Glass Division.

New Parker 21 pen only \$5.00.

KK71846. SEE Parker Pen Company.

One gift that never, never disappears. New Parker 51. KK69346. SEE Parker Pen Company.

One of the most beloved sterling patterns of our time, Damask Rose by Heirloom Sterling. KK74232. SEE Oneida, Ltd.

Only yesterday when your new car looked like this 7 Up was just an infant. KK69810. SEE Seven-Up Company.

Parker, pen name for the perfect gift. New Parker pens for Christmas bring pride and pleasure to your giving. KK69350. SEE Parker Pen Company.

Parker spring gift showing. KK74089 ... SEE Parker Pen Company.

Pen profiles, from Lucky Curve to 51. KK74091. SEE Parker Pen Company.

A picture of family fun. "Fresh up" with Seven-Up. KK69024. SEE Seven-Up Company.

Tall stemmed American beauties. KK74688. SEE Owens-Illinois Glass Company. Libbey Glass Division.

The thinking machine of American business, Friden simplifies the big 3 figure chores. KK74398. SEE Friden Calculating Machine Company, Inc.

This Christmas, give the one gift that never, never disappoints. New Parker 51. KK69351. SEE Parker Pen Company.

This is for always. Heirloom Sterling. KK69478. SEE Oneida, Ltd.

A truly great new sterling, Stanton Hall by Heirloom Sterling. KK74234. SEE Oneida, Ltd.

Turns Monday into fun-day. KK71235. SEE Shell Oil Company.

We're hammering home this one point - It can take a terrific beating. KK74092. SEE Weco Products Company.

When you see what this new kind of hairbrush can do for your hair, you'll never use your old one again! KK70635. SEE Weco Products Company.

Whodunit? KK74591. SEE Weco Products Company.

With your Christmas money, give yourself this lasting writing pleasure! KK70124 ... SEE Parker Pen Company.

World's simplest way to handle payroll calculations is on the Friden. KK70216. SEE Friden Calculating Machine Company, Inc.

You like it, it likes you. KK74090 ... SEE Seven-Up Company.

Your own good taste tells you why this is the world's most wanted pen. KK71850. SEE Parker Pen Company.

THOMPSON GRINDER COMPANY ©.

Here's proof the new Thompson type 2F is a super precision tool room grinder. Adv. from Machinery, Dec. 10, 1951, p. 117. Appl. author: Emerson H. Mook. © 10Dec51; KK72064.

THOMPSON PRODUCTS, INC. ©.

Before Kitty Hawk. These were the men of vision and of faith and prophecy, before Kitty Hawk. (Aircraft parts) 15-sheet calendar. Appl. author: Edwards & Deutsch Lithographing Co. © 17Dec51; KK70377.

Facilities report. (Coaxial switches and allied electronic equipment) 40 p. © 1Mar52; KK71195.

THOMSON, JAMES C.

OK handkerchief. KK69592. SEE Southern Handkerchief Manufacturing Company.

THOR CORPORATION ©.

Friend Fran saves neighbor Nan. Thor spinner washer. Adv. from Life, June 9, 1952, p. 24. Appl. author: Henri, Hurst & McDonald, Inc. © 6Jun52; KK74397.

A gift of beauty for you ... Free when you buy a new Thor. (Washing machine) Adv. from Tribune and star, Terre Haute, Ind., Apr. 13, 1952, p. 43. Appl. author: Henri, Hurst & McDonald, Inc. © 13Apr52; KK72665.

A gift of beauty for you. Luxuriously appointed week-end kit free when you buy any new Thor washer. (Washing machine) Adv. from American weekly, Apr. 13, 1952, p. 4 of cover. Appl. author: Henri, Hurst & McDonald, Inc. © 13Apr52; KK72365.

A gift of beauty for you. Luxuriously appointed week-end kit free when you buy any new Thor washer. (Washing machine) Adv. from the Hartford courant, Apr. 13, 1952, p. 16. Appl. author: Henri, Hurst & McDonald, Inc. © 13Apr52; KK72423.

A gift of beauty for you. Luxuriously appointed week-end kit ... free when you buy any new Thor washer. (Washing machine) Adv. from Life, Apr. 7, 1952, p. 158. Appl. author: Henri, Hurst & McDonald, Inc. © 4Apr52; KK72209.

A gift of beauty for you. Luxuriously appointed week-end kit free when you buy any new Thor washer. (Washing machine) Adv. from Peoria journal star, Peoria, Ill., Apr. 13, 1952, p. 14. Appl. author: Henri, Hurst & McDonald, Inc. © 13Apr52; KK72422.

A gift of beauty for you. Luxuriously appointed week-end kit ... free when you buy any new Thor washer. (Washing machine) Adv. from Progressive farmer, Apr. 1952, p. 161. Appl. author: Henri, Hurst & McDonald, Inc. © 15Mar52; KK71947.

A gift of beauty for you. Luxuriously appointed week-end kit free when you buy any new Thor washer. (Washing machines) Adv. from Shreveport times, Shreveport, La., Apr. 13, 1952, p. 18. Appl. author: Henri, Hurst & McDonald, Inc. © 13Apr52; KK72564.

A gift of beauty for you. Luxuriously appointed week-end kit ... free when you buy any new Thor washer. (Washing machine) Adv. from Sunset, Apr. 1952, p. 175. Appl. author: Henri, Hurst & McDonald, Inc. © 25Mar52; KK71948.

A gift of beauty for you. Luxuriously appointed week-end kit ... free when you buy any new Thor washer. (Washing machine) Adv. from the Denver post, Apr. 13, 1952, p. 8AA. Appl. author: Henri, Hurst & McDonald, Inc. © 13Apr52; KK72460.

I have a Thor in my new home. There's nothing like it. (Washing machine) Adv. from Living for young home makers, Mar. 1952, p. 48. Appl. author: Henri, Hurst & McDonald, Inc. © 20Feb52; KK70943.

I'm ecstatic with my new Thor automatic, says Imogene Coca. (Washing machine) Adv. from Sunset, June 1952, p. 94. Appl. author: Henri, Hurst & McDonald, Inc. © 26May52; KK74411.

THOR CORPORATION ©. Cont'd.

Now, from Thor, the all-new automatic washer with new full 5 year guarantee. (Washing machine) Adv. from Houston chronicle, Houston, Tex., Apr. 13, 1952, p. 28. Appl. author: Henri, Hurst & McDonald, inc. © 13Apr52; KK73019.

Now, from Thor, the all-new automatic washer with new full 5 year guarantee. (Washing machine) Adv. from Seattle post intelligencer, Mar. 30, 1952, p. 23. Appl. author: Henri, Hurst & McDonald, inc. © 30Mar52; KK72210.

They don't call me Late Laura any more. Thor spinner washer. Adv. from Life, Mar. 17, 1952, p. 48. Appl. author: Henri, Hurst & McDonald, inc. © 14Mar52; KK71367.

Winnie picks a winner. Thor wringer washer, best budget value in town. Adv. from Life, May 12, 1952, p. 80. Appl. author: Henri, Hurst & McDonald, inc. © 9May52; KK73397.

THORNTON, ROBERT B.
Stork Aid rental service. KK69045.
SEE Wescott, Minnie.

THORPE, R. Y. and Ray B. Slagle d.b.a.
Welcome Service Company. SEE
Welcome Service Company.

THUEMME, GRANT.
Why pests leave home. KK71022.
SEE Stauffer Chemical Company.
Pacific Northwest Division.

TICKETS, INC. ©.
Price list, stock tickets & posters, invitations & wedding announcements. Tic, Eufilin. List no. 151, effective September 26, 1951. Pamphlet. Appl. author: Kenneth Roshone Trambles. © 26Sep51; KK69039.

TICONIUM ©.
Blue ribbon prosthetics "swedged" Tru-Rugae. Just like your impression. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Mar52; KK73534.
Bullseye for you! (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Feb52; KK70730.

Did you know this about the ladies? Milady is enchanting and she spends twice as much on her toilet preparations as she does on good dentistry. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Mar52; KK71861.

Did you know this staggering fact? Good dentistry is the least expensive aid to your appearance. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Apr52; KK73560.

Did you know this staggering fact? People spend six times as much money on tobacco as they do on dentistry. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Apr52; KK74839.

Good work is our hobby. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4May52; KK74840.

A present for you, presented by your Ticonium Laboratory. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 8Dec51; KK68925.

The prize catch goes to you ... a wonderful article by M. I. T.'s Dr. Grant about cast cobalt chromium dental alloys. Folder. Appl. author: A. J. Griffin. © 8Jan52; KK69864.

TIDE WATER ASSOCIATED OIL COMPANY ©.
Clean engines last longer. Tydol HD keeps engines cleaner! Tydol HD compounded motor oil. Adv. from Pacific purchaser, May 1951, p. 3. © 1May51; KK70473.

TIDY TOY COMPANY.
The original Tidy Bear. How I keep clean. (Stuffed toy bear) Label. Appl. author: Mary Louise Gann. © Tidy Toy Co., a sole proprietorship of Mary Louise Gann; 10Nov50; KK70028.

TIFFANY AND COMPANY ©.
Gifts from Tiffany. Fine jewelry of the superb quality for which we have been known for many generations. 24 p. © 30Oct51; KK69017.

TILBEST FOODS, INC. ©.
Tilbest quick mix brownies. Net weight 14 ozs. Label. © 10Jan52; KK69719.

Tilbest quick mix doughnut. Net weight 14 ozs. Label. © 10Jan52; KK69720.

TIME, INC. ©.
As only Life reports it, What can we expect from India? (Life magazine) Adv. from the New York times, Sept. 28, 1951, p. 18. Appl. author: Young & Rubicam, inc. © 28Sep51; KK70727.

Blood is flowing, too much of theirs, too little of ours. (Life magazine) Adv. from Daily news, N. Y., Oct. 19, 1951, p. 55. Appl. author: Young & Rubicam, inc. © 19Oct51; KK70512.

But where are the patents? Get the whole picture, get Life. (Life magazine) Adv. from Springfield news, Springfield, Mass., Feb. 28, 1952, p. 36. Appl. author: Young & Rubicam, inc. © 28Feb52; KK73791.

Does she speak for every child? Get the whole picture, get Life. (Life magazine) Adv. from Springfield union news, Springfield, Mass., Mar. 6, 1952, p. 40. Appl. author: Young & Rubicam, inc. © 6Mar52; KK73781.

Don't tread on me! Life tells how the U. S. is ready to strike back, swiftly, at anybody, anywhere. (Life magazine) Adv. from New York times, Aug. 23, 1951. Appl. author: Young & Rubicam, inc. © 23Aug51; KK70726.

Feller, Musial, Williams ... According to Ty Cobb, which two are the only great ballplayers? (Life magazine) Adv. from New York times, Mar. 14, 1952, p. 48C. Appl. author: Young & Rubicam, inc. © 14Mar52; KK73790.

This was no joke, what brought the smiles to the faces of Secretaries Acheson and Lovett? Get the whole picture, get Life. (Life magazine) Adv. from New York times, Mar. 21, 1952, p. 14. Appl. author: Young & Rubicam, inc. © 21Mar52; KK73780.

What, darling? Where is the butler? Words like these on the prompter's cue-card set feminine hearts a-flutter ... Get the whole picture, get Life. Adv. from World telegram and sun, New York, Feb. 7, 1952, p. 20. Appl. author: Young & Rubicam, inc. © 7Feb52; KK73793.

What happens when Life hits Atlanta? (Life magazine) Adv. from the Atlanta journal, Nov. 23, 1951, p. 12-13. Appl. author: Young & Rubicam, inc. © 23Nov51; KK72545.

What happens when Life hits Cleveland? People feel its power, civic and cultural affairs feel its effect, cand; commerce and industry feel its

influence. (Life magazine) Adv. from Cleveland plain dealer, Jan. 11, 1952, p. 16-17. Appl. author: Young & Rubicam, inc. © 11Jan52; KK73783.

What happens when Life hits Houston? (Life magazine) Adv. from Houston chronicle, Aug. 28, 1951. Appl. author: Young & Rubicam, inc. © 28Aug51; KK72543.

What happens when Life hits Portland? (Life magazine) Adv. from the Oregonian, Oct. 19, 1951, p. 12-13. Appl. author: Young & Rubicam, inc. © 19Oct51; KK72544.

Which Paul painted this self-portrait? Paul Gauguin, Paul Cézanne ... Get the whole picture, get Life. (Life magazine) Adv. from World telegram and sun, New York, Feb. 21, 1952, p. 30. Appl. author: Young & Rubicam, inc. © 21Feb52; KK73782.

Who knew the other Elizabeth? Practically nobody knew the first Queen Elizabeth ... Get the whole picture get Life. (Life magazine) Adv. from World telegram and sun, New York, Feb. 14, 1952, p. 5. Appl. author: Young & Rubicam, inc. © 14Feb52; KK73792.

With planes like this, and this, and this, why are we losing control of the air? (Life magazine) Adv. from World telegram and sun, New York, Jan. 31, 1952, p. 34. Appl. author: Young & Rubicam, inc. © 31Jan52; KK73794.

Young eyes, what do they see? (Life magazine) Adv. from the New York times, Nov. 23, 1951, p. 26. Appl. author: Young & Rubicam, inc. © 23Nov51; KK70728.

Your eyes go underseas! (Life magazine) Adv. from the New York times, Dec. 7, 1951, p. 56. Appl. author: Young & Rubicam, inc. © 7Dec51; KK70729.

TIME SAVERS, INC. ©.
Time Savers Hi-Speed rail fittings. Standard symbols or legend for Hi-Speed fittings. Sheet. © 30Jan52 (in notice: 1951); KK71373.

TIMELY CLOTHES, INC. ©.
Balanced tailoring makes Timely Clothes look better longer! How can tailoring keep you cooler? Adv. Appl. author: Morton Freund Advertising Agency, inc. © 9May52; KK73513.

Balanced tailoring makes Timely Clothes look better longer. How can tailoring keep you cooler? Adv. from Esquire, June 1952, p. 32. Appl. author: Morton Freund Advertising Agency, inc. © 7May52; KK73678.

Balanced tailoring makes Timely Clothes look better longer. How to be comfortable with your clothes on. Plateau, the suit with the weightless feel. Adv. from the Saturday evening post. Appl. author: Morton Freund Advertising Agency, inc. © 2Apr52; KK72188.

Balanced tailoring makes Timely Clothes look better longer. How to be comfortable with your clothes on. Plateau, the suit with the weightless feel. Adv. from Time. Appl. author: Morton Freund Advertising Agency, inc. © 4Apr52; KK72189.

Balanced tailoring makes Timely clothes look better longer. How to be sure you get the suit you buy. Adv. Appl. author: Morton Freund Advertising Agency, inc. © 14Mar52; KK71821.

TIMELY CLOTHES, INC. ©. Cont'd.

Balanced tailoring makes Timely clothes look better longer. How to be sure you get the suit you buy. Adv. from Esquire; Apr. 1952, p. 12. Appl. author: Morton Freund Advertising Agency, inc. © 7Mar52; KK71209.

Balanced tailoring makes Timely clothes look better longer. Plateau Rainaway, the all-weather coat with the weightless feel. Adv. from Esquire, Mar. 1952, p. 12. Appl. author: Morton Freund Advertising Agency, inc. © 7Feb52; KK71377.

How to be comfortable with your clothes on. Plateau, the suit with the weightless feel exclusive fabric by Pacific Mills. Adv. from Esquire, May 1952, p. 19. Appl. author: Morton Freund Advertising Agency, inc. © 7Apr52; KK72425.

TIMKEN ROLLER BEARING COMPANY.

The Empire where everyone's a king. Now here's the next great step in railroading. Watch the railroads go on Timken tapered roller bearings. Adv. from Business week, May 24, 1952. Appl. author: Batten, Barton, Durstine & Osborne, inc. © The Timken Roller Bearing Co.; 24May52; KK74126.

Every moment's a high spot on this Canadian trip. Now here's the next great step in railroading. Watch the railroads go on Timken tapered roller bearings. Adv. from the Saturday evening post, May 3, 1952. Appl. author: Batten, Barton, Durstine & Osborne, inc. © The Timken Roller Bearing Co.; 3May52; KK74127.

Fastest all-chair-car train to California. Now here's the next great step in railroading. Timken tapered roller bearings. Adv. from Saturday evening post, Feb. 9, 1952, p. 47. Appl. author: Batten, Barton, Durstine & Osborne, inc. © The Timken Roller Bearing Co.; 9Feb52; KK71105.

Million dollar train, million dollar view, all for \$13, but an even bigger bargain is roller freight. Timken tapered roller bearings. Adv. from Saturday evening post, Jan. 12, 1952, p. 63. Appl. author: Batten, Barton, Durstine & Osborne, inc. © The Timken Roller Bearing Co.; 12Jan52; KK71106.

The only way to see more of the Rockies is to climb 'em. Watch the railroads go on Timken tapered roller bearings. Adv. from Colliers, Apr. 19, 1952, p. 7. Appl. author: Batten, Barton, Durstine & Osborne, inc. © The Timken Roller Bearing Co.; 19Apr52; KK72922.

Piece of steel keeps cash registers from making mistakes. (Fine alloy steel and seamless tubes) Adv. from Newsweek, Apr. 14, 1952. Appl. author: Batten, Barton, Durstine & Osborne, inc. © The Timken Roller Bearing Co.; 14Apr52; KK72921.

Some enchanting angles on the City of Los Angeles. Now here's the next great step in railroading. Watch railroads go on Timken tapered roller bearings. Adv. from the Saturday evening post, Apr. 5, 1952, p. 95. Appl. author: Batten, Barton, Durstine & Osborne, inc. © The Timken Roller Bearing Co.; 5Apr52; KK71940.

Steel sleeves that keep their shape. Timken. (Fine alloy steel and seamless tubing) Adv. from Business week, June 7, 1952. Appl. author: Batten, Barton, Durstine & Osborne, inc. © The Timken Roller Bearing Co.; 7Jun52; KK74765.

Steel that keeps a pinch from hurting. Timken fine alloy steel. Adv. from Business Week, May 10, 1952. Appl. author: Batten, Barton, Durstine & Osborne, inc. © The Timken Roller Bearing Co.; 10May52; KK74125.

The steel that made a squeeze play work. Timken fine alloy steel and seamless tubes. Adv. from Business week, Feb. 16, 1952. Appl. author: Batten, Barton, Durstine & Osborne, inc. © The Timken Roller Bearing Co.; 16Feb52; KK73180.

Steel threads that make better nylons. Timken fine alloy steel and seamless tubes. Adv. from Business week, Mar. 15, 1952. Appl. author: Batten, Barton, Durstine & Osborne, inc. © The Timken Roller Bearing Co.; 15Mar52; KK71939.

The sterilizer that saved an operation. (Fine alloy steel and seamless tubes) Adv. from Business week, Jan. 19, 1952. Appl. author: Batten, Barton, Durstine & Osborne, inc. © The Timken Roller Bearing Co.; 19Jan52; KK71104.

TIRES, INC. ©.

Tires Incorporated's low overhead, buying power, huge volume, small profit = brand new top quality tires. Adv. from New York Sunday mirror, Jan. 6, 1952, p. 55. Appl. author: Miller Advertising Agency, inc. © 6Jan52; KK69323.

TOASTMASTER Products Division, McGraw Electric Company. SEE McGraw Electric Company. Toastmaster Products Division.

TOLFREE, EDWARD R.

X automotive products. KK74241. SEE X Laboratories, inc.

TOM-CAT PRODUCTS COMPANY.

Get that rat with Tom-Cat. (Rodent exterminator) Card. © L. L. Spellings, d.b.a. Tom-Cat Products Co.; 3Mar52; KK71118.

TOOKER, KENNETH OSBORNE.

Price list, December 1, 1951; supplement to Catalog no. 503. KK69112. SEE Plasticast Models Company.

TOOMEY, HERBERT MEIGS ©.

The Toomey toy Sky-Flyer. (Children's wooden swing) Folder. © 28Mar52; KK73127.

TOP GRADE EGG PRODUCERS OF AMERICA.

We take pride in our product. Producer's certificate. One dozen eggs. Large grade A. Label. © Frank I. Mapes, d.b.a. Top Grade Egg Producers of America; 18Mar52; KK71533.

TOWN AND COUNTY REALTY COMPANY ©.

For sale. Town and County Realty Co. (Real estate sales) Poster. Appl. author: Charles Woolsey Lacy. © 15Feb52; KK74712.

TOY CENTER OF AMERICA ©.

Gussie, the goose that lays the golden egg. (Plastic toys) Label. Appl. author: Thomas C. Martin. © 1Jul51; KK74684.

TOY TINKERS, INC.

DeLuxe Tinkertoy instruction book. (Construction toy) 16 p. Appl. author: Charles Hamilton Pajeau. © The Toy Tinkers, inc.; 2Jan52; KK69865.

De Luxe Tinkertoy, windlass drive. Contents 202 pieces. (Construction toy) Label. Appl. author: Charles Hamilton Pajeau. © The Toy Tinkers, inc.; 2Jan52; KK69367.

Direction sheet for junior Tinkertoy. Parts and quantity of each contained in junior Tinkertoy. Lawn swing, rolling mill, Polly wants a cracker etc. (Construction toy) Sheet. Appl. author: Charles Hamilton Pajeau. © The Toy Tinkers, inc.; 2Jan52; KK69521.

Direction sheet for Senior Tinkertoy. (Construction toy) Appl. author: Charles Hamilton Pajeau. © The Toy Tinkers, inc.; 2Jan52; KK69372.

Direction sheet for Special Tinkertoy. (Construction toy) Appl. author: Charles Hamilton Pajeau. © The Toy Tinkers, inc.; 2Jan52; KK69369.

Direction sheet for Wonder Tinkertoy. (Construction toy) Appl. author: Charles Hamilton Pajeau. © The Toy Tinkers, inc.; 2Jan52; KK69371.

Junior Tinkertoy. Contents 53 pieces. (Construction toy) Label. Appl. author: Charles Hamilton Pajeau. © The Toy Tinkers, inc.; 2Jan52; KK69368.

Senior Tinkertoy, windlass drive. Contents 164 pieces. (Construction toy) Label. Appl. author: Charles Hamilton Pajeau. © The Toy Tinkers, inc.; 2Jan52; KK69366.

Special Tinkertoy, windlass drive. Contents 130 pieces. (Construction toy) Label. Appl. author: Charles Hamilton Pajeau. © The Toy Tinkers, inc.; 2Jan52; KK69365.

Tinkertoy tricks. (Construction toy) Sheet. Appl. author: Charles Hamilton Pajeau. © The Toy Tinkers, inc.; 2Jan52; KK69370.

Wonder Builder Tinkertoy. Contents 100 pieces. (Construction toy) Label. Appl. author: Charles Hamilton Pajeau. © The Toy Tinkers, inc.; 2Jan52; KK69364.

TRACY-LOCKE COMPANY, INC. OF TEXAS.

Don't be hoodwinked by claims. Make your own coffee taste-test. KK71677. SEE Duncan Coffee Company.

Don't take anyone's word for it. KK71034. SEE Duncan Coffee Company.

Make your own coffee taste-test. KK73429. SEE Duncan Coffee Company.

Make your own coffee taste test and if you don't agree that Maryland Club is the best tasting, most economical coffee you've ever tried we'll pay you one dollar! KK73626. SEE Duncan Coffee Company.

Maryland Club coffee guarantees to give you more cups per pound than any other brand. KK71951. SEE Duncan Coffee Company.

Maryland Club coffee guarantees to taste better ... KK70219. SEE Duncan Coffee Company.

TRAFFIC SAFETY SUPPLY COMPANY ©.

How the Hyster Co. cuts aisle maintaining costs. Dur-O-Line lane markers. Sheet. Appl. author: Bob Hargreaves. © 11Feb52; KK70763.

Now available, flexible Dur-O-Line lane markers. Ideal where traffic is heavy! Sheet. Appl. author: Bob Hargreaves. © 11Feb52; KK70762.

TRAMBLES, KENNETH ROSHONE.

Price list, stock tickets & posters, invitations & wedding announcements. KK69039. SEE Tickets, inc.

TRAUTMAN, RAY ©.

Self-adjusting knee cap strap. (Artificial limbs) Sheet. © 9Apr52; KK72394.

TRAYNOR, JACK.

Who will it be? Eisenhower and Lodge ... Enter this fascinating Enterprize contest. (Furniture and appliances) Adv. © Jack Traynor and J. W. Winkley; 11Jun52; KK74575.

TREESWEET PRODUCTS COMPANY ©.

Ind Rio brand, Indian River; Florida orange juice, unsweetened. Contents 1 pt. 2 fl. ozs. Label. Appl. author: Eugene Kiggins. © 19Dec51; KK69293.

TREIDLER, ADOLPH.

Merry Christmas. Displaying presents that will give pleasure throughout the year. KK70845. SEE General Electric Company.

TREMEL, HENRY G.

Cut operating costs, increase boiler efficiency. Mogul ever clean boiler process. Results guaranteed. Mogul ever clean ... prevents scale, rust, pitting and corrosion. KK69415. SEE North American Mogul Products Company.

Get rid of algae in condensers, heat exchangers ... KK69597. SEE North American Mogul Products Company.

Installation print no. 102. Directions for installation and operation of a Mogul feeder in a vertical line. KK68780. SEE North American Mogul Products Company.

Installation print no. 103. Directions for installation and operation of a Mogul feeder in a horizontal line ... KK68779. SEE North American Mogul Products Company.

Installation print no. 106 ... Mogul Flow Regulator ... KK68778. SEE North American Mogul Products Company.

Installation print no. 107. Directions for the installation and operation of the Mogul One Shot feeder. KK68777. SEE North American Mogul Products Company.

Installation print no. 108. The North American Mogul Products Co. KK68776. SEE North American Mogul Products Company.

Look, thousands of Mogul ever clean boiler process users everywhere. KK69418. SEE North American Mogul Products Company.

Mogul electric injector for Mogul flue and chimney clean. KK69569. SEE North American Mogul Products Company.

Specifications and directions for applying Horneblende reinforced roofs ... light in weight, guaranteed 10 years. Sheet. Appl. author: Henry G. Tremmel. © The North American Mogul Products Co.; 2Jan52; KK69417.

Time is money, save it. Here's how. This is the Mogul power injector. Get rid of demon soot. Here's a clean way to do a dirty job ... with Mogul flue and chimney clean. KK69419. SEE North American Mogul Products Company.

Wherever water flows Mogul rust eradiator removes and prevents rust, corrosion, scale, congestion. Is your problem congestion, corrosion,

pitting etc. KK69416. SEE North American Mogul Products Company.

TRIMEDGE, INC. ©.

Koal-Pak coiled aluminum mouldings will be the talk of '52, and Trimedge assures equitable distribution while cooperating fully with National Defense. Adv. from Building specialties, Jan. 1952, p. 4 of cover. Appl. author: Brindley-Roth, inc. © 30Jan52; KK72033.

Many Trimedge metal mouldings can be bent to your particular specifications. Sheet. Appl. author: Brindley-Roth, inc. © 1Apr52; KK72032.

We're mighty proud of our continuing and equitable distribution of Trimedge aluminum extrusions. Adv. from Rug profits, Dec. 1951, p. 17. Appl. author: Brindley-Roth, inc. © 10Dec51; KK72034.

Will the C.M.F. affect our service on the Trimedge aluminum extrusions? Adv. from Building supply news, Sept. 1951, p. 39. Appl. author: Brindley-Roth, inc. © 15Sep51; KK72035.

TROMBINO, FRANK.

Antro Gardens plant food. KK73811. SEE Antro Gardens, inc.

TROPIC-AIRE, inc., Division, McGraw Electric Company. SEE McGraw Electric Company. Tropic-Aire, inc.

TROPICAL PAINT AND OIL COMPANY.

It primes, it seals, it hides all in one coat. Tropical rubber base pigmented primer made with Goodyear Pliolite S-5. Folder. Appl. author: Emery J. Sirmay. © The Tropical Paint & Oil Co.; 26Mar52; KK72053.

Tropical hand cleaner. Tough on dirt, easy on hands. A little goes a long way. Folder. Appl. author: Emery J. Sirmay. © The Tropical Paint & Oil Co.; 15Feb52; KK71060.

TROY Industrial Products Division, Globe Sanitary Supply Company. SEE Globe Sanitary Supply Company.

TUBE-A-TINT ASSOCIATION ©.

Universal Tube-a-Tint synthetic color, latex color. Label. © 10Apr52; KK74122.

TUBE TURNS, INC. ©.

Tube-Turn SF (scale-free) welding couplings. Folder. Appl. author: Gifford Davis Thayer. © 14Dec51; KK69607.

TUNICK, ABRAHAM L.

Why wish? You call, we deliver. KK73414. SEE Chicken Delight, inc.

TUPPER CORPORATION ©.

An open letter to those who select table and kitchen ware for institutions. Tupperware. (Plastic tableware) Folder. Appl. author: Clarence P. Daigneau. © 6Nov51; KK71667.

The penalty of leadership. Tupperware. (Plastic tableware) Sheet. Appl. author: Clarence P. Daigneau. © 5Nov51; KK71666.

Tupper seals. Modern patented covers. (Plastic tableware) Label. Appl. author: Clarence P. Daigneau. © 28Dec51; KK70336.

Tupperware all-in-one. Modern award winning designs. (Plastic tableware) Label. Appl. author: Clarence P. Daigneau. © 17Nov51; KK70345.

Tupperware bell funnel. Modern award winning designs. (Plastic tableware) Label. Appl. author: Clarence P. Daigneau. © 14Dec51; KK70342.

Tupperware bread server. Modern award winning designs. (Plastic tableware) Label. Appl. author: Clarence P. Daigneau. © 11Jan52 (in notice: 1951); KK70332.

Tupperware butter dish. Modern award winning designs. (Plastic tableware) Label. Appl. author: Clarence P. Daigneau. © 28Dec51; KK70346.

Tupperware canister set. Modern award winning designs. (Plastic tableware) Label. Appl. author: Clarence P. Daigneau. © 17Nov51; KK70343.

Tupperware covered sugar and creamer. Modern award winning designs. (Plastic tableware) Label. Appl. author: Clarence P. Daigneau. © 28Dec51; KK70337.

Tupperware cups and saucers. Modern award winning designs. (Plastic tableware) Label. Appl. author: Clarence P. Daigneau. © 28Dec51; KK70338.

Tupperware 50 oz. canister, 36 oz. canister. Modern award winning designs. (Plastic tableware) Label. Appl. author: Clarence P. Daigneau. © 30Nov51; KK70341.

Tupperware 9" plates. Modern award winning designs. (Plastic tableware) Appl. author: Clarence P. Daigneau. © 14Dec51; KK70335.

Tupperware party bowl. Modern award winning designs. (Plastic tableware) Appl. author: Clarence P. Daigneau. © 14Dec51; KK70334.

Tupperware refrigerator bowls. Modern award winning designs. (Plastic tableware) Label. Appl. author: Clarence P. Daigneau. © 11Jan52 (in notice: 1951); KK70331.

Tupperware tumblers. Modern award winning designs. (Plastic tableware) Label. Appl. author: Clarence P. Daigneau. © 30Nov51; KK70344.

Tupperware 20 oz. canister. Modern award winning designs. (Plastic tableware) Label. Appl. author: Clarence P. Daigneau. © 11Jan52 (in notice: 1951); KK70333.

Tupperware Vacu-Mixer. Modern award winning designs. (Plastic tableware) Label. Appl. author: Clarence P. Daigneau. © 17Nov51; KK70339.

Tupperware wonder bowls. Set of 3, with patented seal covers. Modern award winning designs. (Plastic tableware) Label. Appl. author: Clarence P. Daigneau. © 30Nov51; KK70340.

TURNBULL, DONALD MASON.

The care of baby chicks. KK71618. SEE American Poultry and Hatchery Federation.

Code of ethics. KK71617. SEE American Poultry and Hatchery Federation.

TURNER, CARL FREEMAN ©.

Clayto toys. Clayto toys for girls and boys. (An alphabet made up of segments of letters) Label. © 1Aug49; KK70404.

TURNER AND DYSON, INC.

Max Robison says: There's a reason why Sasha Seimel hunts ferocious tigers ... KK69467. SEE Puerto Rico Rum Institute.

TWIN JEWELERS ©.

Beautiful, distinctive, personal ranch brand jewelry. Sheet. Appl. author: Morey Langert. © 20May52; KK74172.

TWIST, FRANK VERNE.

Dear Lady. You'll sure love our Bartlett pears. KK69373. SEE Yakima County Horticultural Union.

TYRRELL, JOSEPH P.

A patch in time. KK72839. SEE Maintenance Engineering Company. Should bituminous pavements be sealed? KK71434. SEE Maintenance Engineering Company.

TYSON, FRANKLIN C.

All that's new for '52. KK69996. SEE Motor Products Corporation. Deepfreeze Appliance Division.

For you free! KK69997. SEE Motor Products Corporation. Deepfreeze Appliance Division.

Here's the "turnover twosome" for you in '52! KK69998. SEE Motor Products Corporation. Deepfreeze Appliance Division.

Lightens your work, brightens your kitchen. KK72143. SEE Motor Products Corporation. Deepfreeze Appliance Division.

The news is out; new models are in. KK72144. SEE Motor Products Corporation. Deepfreeze Appliance Division.

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My country 'tis of thee, sweet land of liberty. (U. S. school book covers) Sheet. © U. S. Book Covers, a partnership whose partners are Nicholas M. Zambale and Wm. P. Spencer; 22Dec51; KK69782.

U. S. Industrial Chemicals Company

Division, National Distillers Products Corporation. SEE National Distillers Products Corporation. U. S. Industrial Chemicals Company Division.

UARGO, INC. ©.

Uareo equipment for handling continuous business forms more efficiently. Folder. Appl. author: The Buchen Co. © 12Jan52 (in notice: 1951); KK70110.

ULMER, SEYMOUR.

Exciting! Different! Save-n-SEE with Jingle Dingle new action thrift bank. KK72548. SEE Rexor Corporation.

New, different, freshens your bath. KK71325. SEE Sitroux, inc.

Sip-n-See action drinking straw. Brand new characters. Helps children drink more milk and orange juice without coaxing! KK72793. SEE Rexor Corporation.

ULMER PHARMACAL COMPANY ©.

P-B-Sal Ulmer, formerly called Panasal Ulmer. Now available in three formulas. Three tablets. (Drug samples) Folder. Appl. author: Robert W. Bostrom. © 1Apr52; KK72277.

UNCLE SAM BREAKFAST FOOD COMPANY ©.

Darbs. Extra-crisp whole wheat flakes. Net weight 8 oz. Label. © 30Oct51; KK72291.

UNDERWOOD CORPORATION ©.

Adds profits for you in '52. You can sell this Underwood Electric Leader adding machine in one demonstration. It will pay you to promote Underwood. Sheet. Appl. author: Alfred Robert Nickel. © 26Mar52; KK73442.

At the top of the list for the foot of the tree is this Underwood portable for the family and me. The Underwood Finger-Flite champion. (Type-writer) Sheet. Appl. author: Alfred Robert Nickel. © 14Nov51; KK71013.

Be sure you are one of the crowd to see the sensational new Underwood Sundstrand accounting machine developed specially for REA Co-operatives. Adv. Appl. author: Alfred Robert Nickel. © 4Jan52; KK71016.

For the big step from school to office, your students are better prepared when trained on the Underwood All Electric. (Typewriter) Sheet. Appl. author: Alfred Robert Nickel. © 25Feb52; KK73443.

Here's the way to get cooperation in the office. The Underwood Sundstrand automatic printing calculator and the Underwood Rhythm Touch de luxe typewriter. Sheet. Appl. author: Alfred Robert Nickel. © 10Apr52; KK73441.

Just look, Mr. Parsons now we can do all our bookkeeping ... Underwood Sunstrand. (Accounting machine) Sheet. Appl. author: Alfred Robert Nickel. © 17Mar52; KK74510.

Know what? I have the 7,000,000th Underwood! (Typewriters) Sheet. Appl. author: Alfred Robert Nickel. © 30Apr52; KK74511.

Look at all three Underwood Sundstrand models. (Accounting machines) Adv. Appl. author: Alfred Robert Nickel. © 12Dec51 (in notice: 1952); KK71017.

More profits for you, promote Underwood. (Typewriters) Sheet. Appl. author: Alfred Robert Nickel. © 8Apr52; KK74509.

The new Underwood Sundstrand model E all-purpose, low-cost accounting machine. Adv. from Business week, Dec. 15, 1951. Appl. author: Alfred Robert Nickel. © 7Nov51; KK71014.

On this single machine you post all applications. Underwood Elliott Fisher accounting machine. Sheet. Appl. author: Alfred Robert Nickel. © 6Feb52; KK71155.

Statistical typing made easy, quick, accurate on the Underwood All Electric with decimal tabulator. Adv. Appl. author: Alfred Robert Nickel. © 6Oct51; KK71018.

Teach students on an Underwood, the typewriter that gives them lighter touch, brighter days. Sheet. Appl. author: Alfred Robert Nickel. © 27Nov51; KK71156.

We highly recommend this machine to other dealers. 4 reasons why you should simplify with Underwood Sundstrand. (Accounting machines) Adv. Appl. author: Alfred Robert Nickel. © 7Oct51; KK71019.

Yes, girls! You secretaries have chosen 7,000,000 Underwoods. (Typewriters) Sheet. Appl. author: Alfred Robert Nickel. © 23Apr52; KK74512.

You're not seeing double, it's 2 machines in one. Underwood Sundstrand automatic printing calculator. Adv. Appl. author: Alfred Robert Nickel. © 10Dec51 (in notice: 1952); KK71015.

You're not seeing double; it's 2 machines in one. Underwood Sundstrand automatic printing calculator. Sheet. Appl. author: Alfred Robert Nickel. © 22Apr52; KK73440.

UNION NOVELTY COMPANY, INC. ©.

Beadette art. Creative, educational, entertaining. Playstar. Use beads for hats, blouses, dresses ... (Child's art set) Label. Appl. authors: Alfred Hahn, Frank P. Jager, Egon Zwicker. © 23Mar51; KK68843.

Glitter doll. Creative, educational, entertaining. Use sequins and beads to glamorize hats, scarfs, dresses ... (Set for making dolls and accessories) Label. Appl. author: Alfred Hahn, Frank P. Jager, Egon Zwiger. © 23Mar51; KK68842.

Playstar Beadette-Art, a product of Union Novelty Co., inc. (Bead set for making handbags, accessories and wooden animals) Sheet. Appl. authors: Alfred Hahn, Frank P. Jager, and Egon Zwicker. © 23Mar51; KK69034.

Playstar Glitter Doll, a product of Union Novelty Co., inc., New York, N. Y. General directions. (Set for making dolls and accessories) Sheet. Appl. authors: Alfred Hahn, Frank P. Jager, Egon Zwicker. © 23Mar51; KK68822.

UNION SPECIAL MACHINE COMPANY ©.

For closing operations on shoes, style 51200. (Industrial sewing machines) Sheet. Appl. author: Arthur James Feigel. © 16May52; KK73675.

For staying seams on shoes, style 51400 BF, style 51400 BG, and style 51400 BH. (Industrial sewing machines) Sheet. Appl. author: Arthur James Feigel. © 16May52; KK73676.

For tip-stitching shoes. This is the new streamlined Union Special tip-stitcher ... (Industrial sewing machines) Sheet. Appl. author: Arthur James Feigel. © 16May52; KK73949.

For vamping, foxing, eyelet row stitching, panel stitching, and tipping shoes. Union Special. (Industrial sewing machines) Sheet. Appl. author: Arthur James Feigel. © 16May52; KK73950.

Style 51200 BW for seaming canton flannel and leather palm gloves. (Industrial sewing machines) Sheet. Appl. author: Arthur James Feigel. © 28Mar52; KK72759.

Style 51300 BM for seaming mattress ticks. (Industrial sewing machines) Sheet. Appl. author: Arthur James Feigel. © 28Mar52; KK72760.

Style 51300 Z for armhole drawing operation on men's coats. (Industrial sewing machines) Sheet. Appl. author: Arthur James Feigel. © 28Mar52; KK72761.

Style 51600 BA for gathering and attaching ruffles to body of garments made from light weight woven fabrics. (Industrial sewing machines) Sheet. Appl. author: Arthur James Feigel. © 28Mar52; KK72758.

Style 61100 A for basting men's sack coats, pants, sport coats and ... (Industrial sewing machines) Sheet. Appl. author: Arthur James Feigel. © 6Jun52; KK74792.

Union special filled bag closing machines. Bulletin no. 200. 2d ed. 16 p. Appl. author: Arthur James Feigel. © 18Jan52; KK69684.

Union Specialize, the modern way to high speed production of men's knit underwear. Bull. 254. (Industrial sewing machines) Folder. Appl. author: Arthur James Feigel. © 7Feb52; KK70233.

UNION WIRE ROPE CORPORATION ©.

Why patent? First hole break! (Wire rope) 15 p. Appl. author: James H. Hatch. © 25Jun52; KK74913.

UNIQUE BALANCE COMPANY, INC. ©.

This sash is perfectly balanced with Unique sash balances. Label. © 10Jan52; KK69528.

UNISTRUT PRODUCTS COMPANY ©.

Unistrut, world's most flexible all purpose metal framing. The original and only Attwood system of metal frame construction. Catalog no. 700. Second edition, January 1952. 77 p. Appl. author: Edwin A. Nickel. © 1Jan52; KK69412.

UNITED FEATURE SYNDICATE, INC. ©.

Li'l Abner, by Al Capp. Don't miss it, Sadie Hawkins breakfast sale. Eat groceries everywhere. Gals, rush to yore grocers fo' th' big Sadie Hawkins breakfast sale. Cream of Wheat. (Cereal) Adv. from the Saturday evening post, Oct. 20, 1951, p. 193. Appl. author: Alfred G. Caplin. © 17Oct51; KK69544.

Li'l Abner, by Al Capp. Halp! Save me! Ah is too young an' inno-cent t' be shot outa a cannon! Cream of Wheat. (Cereal) Adv. from the Saturday evening post, Apr. 5, 1952, p. 71. Appl. author: Alfred G. Caplin. © 2Apr52; KK73948.

Li'l Abner by Al Capp. No! Don't cut that rope! Get that Cream of Wheat feeling! (Wheat breakfast food) Adv. from Ladies' home journal, Feb. 1952, p. 14. Appl. author: Alfred G. Caplin. © 20Jan52; KK70474.

Li'l Abner by Al Capp pseud. of Alfred G. Caplin. Get that Cream of Wheat feeling. (Wheat breakfast food) Adv. from the Saturday evening post, Mar. 8, 1952, p. 132. © 5Mar52; KK71556.

Li'l Abner, by Al Capp. (Wheat breakfast food) Adv. from Woman's home companion, Jan. 1952, p. 47. Appl. author: Alfred G. Caplin. © 21Dec51; KK69667.

UNITED PRINT SHOP.

Picture of perfection. (Fur storage promotion) Folder. © William Friedman, d.b.a. United Print Shop; 15Feb52; KK70884.

Your fur dream come true. (Fur storage promotion) Folder. © William Friedman, d.b.a. United Print Shop; 15Feb52; KK70885.

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Cherry serving tree. Re Umberto cherries in heavy syrup. Fld. wt. 9 3/4 oz. - Nt. wt. 4 1/2 oz. Label. © 15May52; KK73685.

Mrs. Hostess, finest Re Umberto foods. Label. © 15May52; KK73686.

Olive serving tree. Re Umberto selected Spanish olives, stuffed with Spanish sweet peppers. Net wt. 3 1/4 oz. Label. © 15May52; KK73684.

Onion serving tree. Re Umberto imported cocktail onions. Net wt. 2 1/4 oz. Label. © 15May52; KK73683.

Re Umberto, imported cocktail onions. Net wt. 3 oz. Label. © 15May52; KK73682.

Re Umberto Parti-Pal. Olives for martinis ... Label. © 12Jun52; KK74292.

Re Umberto South African rock lobster. Weight 5 1/2 oz. Label. © 23Apr52; KK72805.

UNITED STATES BEDDING COMPANY.

Could you sue your mattress for non-support? Folder. Appl. author: E. T. Howard Co., Inc. © The United States Bedding Co.; 1Jun52; KK74576.

UNITED STATES BREWERS FOUNDATION, INC. ©.

From where I sit, by Joe Marsh. (Beer and ale) Adv. Appl. author: J. Walter Thompson Co. Fair and square. © 29Nov51; KK69481. Sign of a nice guy. © 13Dec51; KK69480.

UNITED STATES BREWING COMPANY ©.

A famous name, Rheingold, a fine beer. Poster. © 6Mar52; KK71124.

UNITED STATES GYPSUM COMPANY ©.

The business of farming; little home for happier living. (Building materials) Folder. (Blueprints for building, 1952, no. 1) © 7Jan52; KK71639.

The business of farming; stock or machine shed. (Building materials) Folder. (Blueprints for building, 1951, no. 8) © 11Dec51; KK71640.

Custom colors and decorator recipes. Texolite rubberized Duraval paint. When drapery sets the stage. Lucky you, with old furniture. (Paint) Folder. © 1Dec51; KK69429.

Do it with Duron, a ligno-cellulose plastic material. The hardboard of 1,001 uses. Folder. © 6Feb52; KK71637.

A pictorial tour of Popular home's small house of style. (Building materials) Folder. (Photo plan, 1951, no. 8) © 11Dec51; KK71636.

Popular home's prize-winning budget house. (Building materials) Folder. (Photo plan, 1952, no. 1) © 26Jan52; KK71638.

Read about 'em. Two outstanding new acoustical plasters: Sabinite and Red Top. Folder. © 1Jan52; KK71036.

Trap that noise. Enjoy Quietone quiet. Easy to apply, easy to maintain, brightens any room. (Acoustical tile) Folder. © 1Nov51; KK69430.

UNITED STATES PRINTING AND LITHOGRAPH COMPANY.

Floral Fair (Coreopsis) scented stationery. Label. © The United States Printing and Lithograph Co.; 1Apr52; KK73292.

Floral Fair (Lilacs) scented stationery. Label. © The United States Printing and Lithograph Co.; 1Apr52; KK73296.

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Floral Fair (Rose-smaller) scented stationery. Label. © The United States Printing and Lithograph Co.; 1Apr52; KK73297.

UNITED STATES STEEL COMPANY. NATIONAL TUBE DIVISION ©.

Dropping point, Interfacial tension, Penetration and Viscosity. (Lubricants) 5 sheets. © 17Jan52; KK70275.

Extreme Pressure by the Timken lubricant tester. (Lubricants) Sheet. © 20May52; KK73869.

Precipitation number. Water and sediment by means of centrifuge. Water leaching. (Lubricants) Sheets. © 14Apr52; KK72930.

Shell Micro cone penetration. Shell roller test. (Lubricants) 2 sheets. © 30Jan52; KK70995.

UNIVERSAL MATCH COMPANY ©.

The advertising medium that gives continuing coverage when and where you want it, wherever people go-at work and at play, around the clock. Sheet. Appl. author: Philip Bernstein. © 2Jan52; KK74116.

The three-way test for any sales decision. If I owned the company, would I do it ... Sheet. Appl. author: Philip Bernstein. © 2Jan52; KK74117.

UNIVERSAL MATCH CORPORATION ©.

Advertising that keeps your name in lights day and night, reminding your customers and prospects ... (Matches) Sheet. Appl. author: Philip Bernstein. © 2Jan52; KK74533.

Book match Sell-a-Vision. A private showing for a picture of your product. A personal viewing for your sales message. Sheet. Appl. author: Philip Bernstein. © 2Jan52; KK74115.

If you want to win votes for your product, your service or your company ... everhandy book match. Sheet. Appl. author: Philip Bernstein. © 2Jan52; KK74532.

UNIVERSAL PRODUCING COMPANY ©.

The new Universal plastic basket liner with the quilted band. Label. Appl. author: Raymond Rankin Stewart. © 19Dec51; KK71024.

UPJOHN COMPANY.

Bacldrin: antibiotic, decongestant, for topical use in infections of the nose, eye, and ear. (Pharmaceuticals) Folder. © The Upjohn Co.; 20Feb52; KK70858.

The critical chain of events so essential to hemetopolesis may be therapeutically forged with Cebétinic ... (Pharmaceuticals) Folder. © The Upjohn Co. 19May52; KK73665.

Eight principles for selecting a topical antibiotic. Eight cardinal properties of agents for external use against skin infections. Neomycin. Neomycin sulfate, ointment Myciguent, ophthalmic ointment Myciguent. Folder. © The Upjohn Co.; 13Dec51; KK68857.

Splitting the sympathomimetic molecule. Orthoxine. (Pharmaceuticals) Folder. © The Upjohn Co.; 14Jan52 (in notice: 1951); KK69626.

Step by step, from ingestion to ultimate energy liberation, Cebétinic ingredients can help restore optimal erythrocytic economy. (Pharmaceuticals) Folder. © The Upjohn Co.; 28Apr52; KK73086.

There's magic in "8". 8 chemically clashing but physiologically related substances have ... been combined in a single, easy-to-take Cebétinic tablet. (Pharmaceuticals) Folder. © The Upjohn Co.; 14Apr52; KK72416.

To be a selective bronchodilator, and not to be a vasopressor; that is the answer to better control of asthma. Orthoxine. (Pharmaceuticals) Folder. © The Upjohn Co.; 7Jan52 (in notice: 1951); KK69640.

UPSON COMPANY.

Cracked ceilings gone forever. Upson Kuver-Krak panels bring new beauty to your home. (Wallboard panels) Adv. from Better homes and gardens, Sept. 1951, p. 151. © The Upson Co.; 10Aug51; KK72721.

V

VAN AUKEN, L. D.
Service news. Willys's. KK69055 ...
SEE Willys-Overland Motors, inc.

VAN AUKEN, RAGLAND AND STEVENS.
Any way you measure it Amco has the edge. KK70917. SEE Asbestos Manufacturing Company.

Any way you measure it Amco safety rated brake lining has the edge. KK70918. SEE Asbestos Manufacturing Company.

It's newer than TV. It's the latest advancement for motoring safety. KK71918. SEE Bear Manufacturing Company.

VAN CAMP SEA FOOD COMPANY, INC. ©.
Always the same high quality. Chicken of the Sea bite size tuna. Adv. from the Cleveland press, Nov. 28, 1951, p. 36. Appl. author: Lester A. Friedman. © 28Nov51; KK69331.

Be tuna smart, be tuna sure. Get White Star brand tuna filets, not just tuna, at no extra cost. Adv. from Sunset, Mar. 1952, p. 118. Appl. authors: Lester A. Friedman and Lawrence Relag. © 21Feb52; KK71282.

Chicken of the Sea brand bite size tuna. The brand that made tuna famous. Contents 6 1/2 ozs. Label. Appl. author: Ettore Firenze. © 3Mar52; KK73234.

Our little Chicken of the Sea gives you tuna filets, not just tuna, at no extra cost. Chicken of the Sea brand albacore white meat tuna. (Tuna fish) Adv. from the evening bulletin, Philadelphia, Mar. 6, 1952, p. 42. Appl. authors: Lester A. Friedman and Lawrence Relag. © 6Mar52; KK71738.

Today, and for 35 years, the nation's biggest selling and best-loved tuna. White Star fancy tuna. Adv. from the San Francisco news, Feb. 14, 1952, p. 18. Appl. author: Lester A. Friedman. © 14Feb52; KK71110.

Tun-Alo grated tuna. Contents: 6 oz. avoird. Label. Appl. author: J. M. Glaiserman. © 7Apr52; KK74569.

White Star brand Chicken of the Sea bite size tuna. The brand that made tuna famous. Contents 6 1/2 ozs. Label. Appl. author: Ettore Firenze. © 3Mar52; KK73232.

White Star brand solid pack Chicken of the Sea fancy tuna. Contents 3 1/2 ozs. Label. Appl. author: Ettore Firenze. © 3Mar52; KK73233.

Yours, this new exclusive hot'n cold slicer, for only 50¢ in coin. Plus labels from any 2 cans of White Star Brand Tuna. Adv. from the San Francisco news, May 22, 1952, p. 13. Appl. author: Lester A. Friedman. © 22May52; KK74074.

VAN GENDEREN, FRED C. ©.
Play Safe hosiery preserver. Label. © 12Sep51; KK70250.

VANITY FAIR MILLS, INC. ©.
A cascade of pure beauty, this permanently pleated peignoir. (Lingerie) Adv. from the New

Yorker, Mar. 8, 1952, p. 16-17. Appl. author: Abbott Kimball Co., inc. © 6Mar52; KK71572.

L-o-v-e that Marshall Field & Company. Diamond jubilee nightdress. Only by Vanity Fair. (Lingerie) Adv. from Mademoiselle, Jan. 1952, p. 51. Appl. author: Abbott Kimball Co., inc. © 29Dec51 (in notice: 1952); KK71578.

The loveliest, most economical lingerie, only by Vanity Fair. Adv. from Good housekeeping, Nov. 1951, p. 249. Appl. author: Abbott Kimball Co., inc. © 20Oct51; KK69145.

Once you experience the economy of Vanity Fair lingerie, you will find that you cannot afford to wear anything cheaper. Adv. from Ladies' home journal, Nov. 1951, p. 31. Appl. author: Abbott Kimball Co., inc. © 31Oct51; KK69148.

Once you wear Vanity Fair, you will always prefer it, because it is the finest, most economical in the world. (Lingerie) Adv. from Charm, Nov. 1951, p. 11. Appl. author: Abbott Kimball Co., inc. © 25Oct51; KK69147.

Only by Vanity Fair, a cascade of pure beauty this permanently pleated peignoir! (Lingerie) Adv. from Brides magazine, Summer, 1952, p. 31. Appl. author: Abbott Kimball Co., inc. © 1May52; KK72799.

Only by Vanity Fair. A nightdress at once ethereal and elegant ... (Lingerie) Adv. from Harper's bazaar, Feb. 1952, p. 50. Appl. author: Abbott Kimball Co., inc. © 1Feb52; KK71575.

Only by Vanity Fair, a nightdress of superb nylon tricot ... (Lingerie) Adv. from the New Yorker, Apr. 5, 1952, p. 25. Appl. author: Abbott Kimball Co., inc. © 3Apr52; KK74182.

Only by Vanity Fair, a wonderful new slip at little cost. Adv. from Mademoiselle, Nov. 1951, p. 4. Appl. author: Abbott Kimball Co., inc. © 29Oct51; KK69146.

Only by Vanity Fair, adorable gown and peignoir with enchanting empire lines ... (Lingerie) Adv. from Glamour, Apr. 1952, p. 32. Appl. author: Abbott Kimball Co., inc. © 22Mar52; KK72800.

Only by Vanity Fair, an exquisite slip of unrivalled nylon tricot ... (Lingerie) Adv. from Mademoiselle, May 1952, p. 20. Appl. author: Abbott Kimball Co., inc. © 29Apr52; KK74183.

Only by Vanity Fair, and especially for holiday glamor, this simply luxurious slip. Adv. from Harper's bazaar, Oct. 1951, p. 24. Appl. author: Abbott Kimball Co., inc. © 10Oct51; KK69139.

Only by Vanity Fair, and so perfect for the bride. (Lingerie) Adv. from Mademoiselle, Oct. 1951, p. 32. Appl. author: Abbott Kimball Co., inc. © 29Sep51; KK69140.

Only by Vanity Fair, and so perfectly beautiful. (Lingerie) Sheet from Town and country, Sept. 1951, p. 76-77. Appl. author: Abbott Kimball Co., inc. © 31Aug51; KK69135.

Only by Vanity Fair, and such excitement in this new lingerie accessory. Adv. from Vogue, Sept. 1, 1951, p. 36. Appl. author: Abbott Kimball Co., inc. © 1Sep51; KK69134.

Only by Vanity Fair, at home or abroad the perfect pajama costume. (Lingerie) Adv. from Mademoiselle, Apr. 1952, p. 24. Appl. author: Abbott Kimball Co., inc. © 29Mar52; KK74184.

Only by Vanity Fair, dramatic, beautiful nightdress of nylon tricot. Adv. from the New Yorker, Oct. 20, 1951, p. 5. Appl. author: Abbott Kimball Co., inc. © 18Oct51; KK69143.

Only by Vanity Fair. Enchanting gown cno. 3 2-9-71 in peerless nylon tricot ... (Lingerie) Adv. from Glamour, Feb. 1952, p. 4. Appl. author: Abbott Kimball Co., inc. © 22Jan52; KK71574.

Only by Vanity Fair, exquisite slip in superb nylon tricot. Adv. from the New Yorker, Sept. 15, 1951, p. 53. Appl. author: Abbott Kimball Co., inc. © 13Sep51; KK69136.

Only by Vanity Fair. Festive as champagne, beautiful as a Christmas rose! (Lingerie) Adv. from Vogue, Dec. 1951, p. 69. Appl. author: Abbott Kimball Co., inc. © 1Dec51; KK69919.

Only by Vanity Fair. For breathtaking beauty in all climes ... (Lingerie) Adv. from Holiday, Jan. 1952, p. 1. Appl. author: Abbott Kimball Co., inc. © 12Dec51; KK71573.

Only by Vanity Fair. Of breathtaking beauty this slip in Vanity Fair's own unrivalled nylon tricot. (Lingerie) Adv. from Harper's bazaar, Mar. 1952, p. 24. Appl. author: Abbott Kimball Co., inc. © 1Mar52; KK71571.

Only by Vanity Fair, the season's most luxurious slip, to give you that cherished feeling. Adv. from the New Yorker, Dec. 1, 1951, p. 22-23. Appl. author: Abbott Kimball Co., inc. © 29Nov51; KK69149.

Only by Vanity Fair; we are one of the very few who actually manufacture in our own mill lovely lingerie. Adv. from Ladies' home journal, Oct. 1951, p. 197. Appl. author: Abbott Kimball Co., inc. © 28Sep51; KK69142.

Only by Vanity Fair, wonderful nightdress in precious nylon tricot. Adv. from Vogue, Oct. 1, 1951, p. 65. Appl. author: Abbott Kimball Co., inc. © 10Oct51; KK69137.

Only twelve ninety-five. Only by Vanity Fair. A precious treasure for your lingerie wardrobe ... Adv. from Charm, Mar. 1952, p. 65. Appl. author: Abbott Kimball Co., inc. © 25Feb52; KK71579.

Pettiskirts, pettiskirts, pettiskirts. Only by Vanity Fair. A fabulous collection ... in Vanity Fair's own superb nylon tricot. (Lingerie) Adv. from the New Yorker, Feb. 16, 1952, p. 60-61. Appl. author: Abbott Kimball Co., inc. © 14Feb52; KK71577.

Pettiskirts, pettiskirts, pettiskirts, only by Vanity Fair. (Lingerie) Adv. from Vogue, Mar. 1952, p. 42. Appl. author: Abbott Kimball Co., inc. © 1Mar52; KK71570.

The Southern Belle, only by Vanity Fair, of all beautiful gowns, the best beloved ... (Lingerie) Adv. from Vogue, May 1, 1952, p. 55. Appl. author: Abbott Kimball Co., inc. © 1May52; KK74185.

VANITY FAIR MILLS, INC. ©. Cont'd.

Supremely beautiful nylon tricot nightdress with new effects in permanent pleats. Adv. from Town and country, Oct. 1951, p. 48-49. Appl. author: Abbott Kimball Co., inc. © 30Sep51; KK69138.

To give you that cherished feeling, or to impart it to another as a precious gift, this truly lovely slip, only by Vanity Fair. Adv. from Charm, Dec. 1951, p. 11. Appl. author: Abbott Kimball, inc. © 25Nov51; KK69150.

To give yourself that cherished feeling, or to impart it to another as a precious gift. (Lingerie) Adv. from the New Yorker, Nov. 10, 1951, p. 22-23. Appl. author: Abbott Kimball Co., inc. © 8Nov51; KK69144.

Wear the prettiest, the most economical lingerie, only by Vanity Fair. Adv. from Charm, Oct. 1951, p. 33. Appl. author: Abbott Kimball Co., inc. © 25Sep51; KK69141.

VAN RAALTE, TOM Z.

Control insects by double penetration with West atomizing equipment. KK72307. SEE West Disinfecting Company.

West antiseptic protective creams. KK72306. SEE West Disinfecting Company.

VANSANT, DUGDALE AND COMPANY, INC.

Look who's reading National Geographic. KK74124. SEE National Geographic Magazine.

100 o/o pure castile shampoo keeps your hair lustrous and safe from detergent dryness. KK74134. SEE Laco Products, inc.

VAN VALKENBURGH, ARTHUR R. ©.

I don't know where I'm going. (Political campaign literature) Adv. from Mommence progress reporter, Jan. 17, 1952, p. 10. © 17Jan52; KK70796.

VARCO, SAMUEL A.

Clinical application of Camp-Varco pelvic traction belt. KK70153. SEE Camp (S. H.) and Company.

VASILAS, EMANUEL ©.

The Best advertisement is a satisfied customer. Best TV Lab. (Electronic components) Adv. from Alexandria gazette, Alexandria, Va., May 2, 1952, p. 10. © 2May52; KK73031.

VENDO COMPANY.

The coin, the machines, the people. (Vending machines) 39 p. Appl. author: Catherine O'Neill. © The Vendo Co.; 3Jan52; KK70537.

Drink Coca-Cola. Vendo cooler equipment. Pamphlet. Appl. author: William Halston Quinn. © The Vendo Co.; 2May52; KK74347.

VENETIAN BLIND ASSOCIATION OF AMERICA ©.

Grade "A" custom-made venetian blind. Label. © 20May52; KK74348.

VERMICULITE INSTITUTE ©.

Plaster fireproofing. Vermiculite Institute. 15 p. © 1Apr49; KK74327.

VERSON ALLSTEEL PRESS COMPANY ©.

Verson transmat presses. Catalog T-52. 16 p. Appl. author: Walter E. Morton. © 15Feb52; KK72414.

VESPER, PAPPY.

Cut across, cut all. An illustration ... of various designs ... for enclosing regular symmetrical blocks of butter, lard etc. ... providing

a quick, clean and easy method for cutting or measuring ... Folder. © Pappy & Paul E. Vesper; 14Jan52; KK69398.

VESPER, PAUL E.

Cut across, cut all. KK69398. SEE Vesper, Pappy.

VICTAULIC COMPANY OF AMERICA ©.

The night before Christmas, by Jolly Saint "Vic". Victaulic pipe couplings and fittings. Adv. from World oil, Dec. 1951, p. 32. Appl. author: McCann-Erickson, inc. © 25Nov51; KK70755.

The Victaulic method of piping.

Easiest way to make ends meet. (Pipeline & couplings) Adv. from Skillings mining review, May 17, 1952. Appl. author: McCann-Erickson, inc. © 17May52; KK74603.

VINOCUR, LOUIS M.

Home owners stop painting worries now. KK71655. SEE Perma Face of Florida, inc.

VIRGIN ISLANDS BUREAU FOR HOTELS AND TRAVEL ©.

Virgin Islands, St. Thomas, St. John, St. Croix; maps. Folder. Appl. author: Thaddeus Hyatt. © 4Jan52; KK68984.

VISIRECORD, INC. ©.

Visirecord introduces the new i-level unit. (Record-keeping equipment) Folder. © 5Dec51; KK68990.

VITA-LITE COMPANY.

Pert tablet cno.: 1. For professional use only. A plan for the control of obesity used in connection with a regulated diet. 40 tablets s. c. (Dietary supplement) Label. © M. G. Farnsworth, d.b.a. The Vita-Lite Co.; 14Apr52; KK72383.

Pert wafer cno.: 2. For professional use only. A dietary supplement used in the treatment of obesity, when produced by excessive food intake. 40 wafers. Label. © M. G. Farnsworth, d.b.a. The Vita-Lite Co.; 14Apr52; KK72384.

VITARINE COMPANY, INC.

Gholmin for nutritional prophylaxis of diseases associated with impaired fat metabolism. Folder. Appl. authors: Paul H. Klemtner & Irving F. Shaw. © The Vitarine Co., inc.; 1Mar52; KK73207.

Neostigmine methylsulfate vitarine a dependable and versatile drug. Folder. Appl. authors: Paul H. Klemtner & Irving F. Shaw. © The Vitarine Co., inc.; 31Oct51; KK73206.

Pabensal safer and more effective salicylate therapy with paba. Folder. Appl. authors: Paul H. Klemtner & Irving F. Shaw. © The Vitarine Co., inc.; 1Apr52; KK73210.

Plus potency, plus activity, plus value, with Superbee Plus vitamin B complex factors with vitamin B-12. Folder. Appl. authors: Paul H. Klemtner & Irving F. Shaw. © The Vitarine Co., inc.; 14Oct51; KK73208.

Speedy response in the anemias with Rhoplex liver - B complex & vitamin B-12. Folder. Appl. authors: Paul H. Klemtner & Irving F. Shaw. © The Vitarine Co., inc.; 17Dec51; KK73211.

Vitarine pharmaceuticals. Catalog no. 512A. 64 p. Appl. author: Irving F. Shaw. © The Vitarine Co., inc.; 31Dec51; KK73209.

VLIER, BLAINE H.

Designers and draftsmen check list. KK70574. SEE Vlier Manufacturing Company.

VLIER MANUFACTURING COMPANY ©.

Designers and draftsmen check list. (Metal products) Card. Appl. author: Blaine H. Vlier. © 15Nov51; KK70574.

VOCALINE COMPANY OF AMERICA, INC. ©.

Now, an all-new wire-less intercom for home and office use. Vocatron. Just plug in, talk or listen. Adv. Appl. author: Carroll Cooney. © 12Apr52; KK72855.

Your home is already wired for a Vocatron Inter-Com. Just plug in - listen and talk. (Portable wire-less intercom[munication]) Adv. from Esquire, Apr. 1952, p. 146. Appl. author: Carroll T. Cooney, Jr. © 7Mar52; KK73593.

VOGARELL PRODUCTS COMPANY ©.

New discoveries by Lewis. Skin itch relieved in 5 seconds. Lanacane skin ointment. Adv. from Los Angeles examiner, Jan. 11, 1952. Appl. author: Rosemarie Lewis. © 11Jan52; KK69340.

New discoveries, by Lewis. Skin itch relieved in 5 seconds or money back with new miracle Lanacane skin ointment. 12 scientific ingredients ... Adv. Appl. author: Rosemarie Lewis. © 19Dec51; KK68806.

VOLLARO, JOSEPH J.

Mar-No-Mor-Books. KK72257. SEE Ross, Norman Willis.

VULCAN MOTOR PRODUCTS, INC. ©.

Announcing Vulcan vacuum chambers for Auto-Lite, Delco-Remy, Ford. Dual ignition breaker plates. Catalog no. 52-12. (Automobile parts) Folder. Appl. author: Alfred C. Greene. © 21Jan52; KK69535.

Popular pulleys and end plates for Plymouth, Dodge, De Soto, etc. (Automobile replacement parts) Sheet. Appl. author: Alfred Greene. © 11Jun52; KK74376.

Pulley for 1952 Chevrolet. (Automobile replacement part) Sheet. Appl. author: Alfred C. Greene. © 4Jun52; KK74448.

Pulleys and end plates for 1952 Ford. (Automobile replacement parts) Sheet. Appl. author: Alfred Greene. © 11Jun52; KK74375.

Replacement parts for generators, starters, voltage regulators. Catalog no. 52-3. (Automobile parts) 100 p. Appl. author: Alfred C. Greene. © 4Mar52; KK70941.

Vacuum Chambers, to fit Auto-Lite, to fit Delco-Remy ... (Automobile replacement part) Sheet. Appl. author: Alfred Greene. © 5May52; KK73725.

VULCAN RADIATOR COMPANY.

For their health's sake smooth, draft-free heating comfort with Vulcan. (Baseboard radiation) Sheet. Appl. author: Richard B. Sweet. © The Vulcan Radiator Co.; 29May52; KK74005.

W

WACHTER, FREDERICK J.

Announcing the Manning-Bowman special 10" oscillating fan. KK72266. SEE McGraw Electric Company. Manning Bowman Division.

WACHTER, FREDERICK J. Cont'd.

Another wedding, another sale.
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Company. Toastmaster Products
Division.

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master Products Division.

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warmer. KK74391. SEE McGraw
Electric Company. Toastmaster
Products Division.

Everhot Rangette, compact cooking at
its best. KK73240. SEE McGraw
Electric Company. Tropic-Aire, inc.

Happy the bride who hints for one,
or all three of these wonderful
gifts. KK74871. SEE McGraw
Electric Company.

It's never too late. KK73242.
SEE McGraw Electric Company.
Toastmaster Products Division.

Lasting answer to the burning
question. KK69769. SEE McGraw
Electric Company. Toastmaster
Products Division.

Lighting your way to toaster profits.
KK71627. SEE McGraw Electric
Company. Toastmaster Products
Division.

Lowest prices in years during Toast-
master's liberal trade-in offer.
KK74387 ... SEE McGraw Electric
Company. Toastmaster Products
Division.

Makes every slice perfect every time.
KK73241. SEE McGraw Electric Com-
pany. Toastmaster Products Divi-
sion.

Mirror of America, a. m. KK73243.
SEE McGraw Electric Company.
Toastmaster Products Division.

Mobile Toastmaster roll & food warmers
deliver oven-fresh foods ...
KK73246. SEE McGraw Electric Com-
pany. Toastmaster Products Division.

Now the famous Toastmaster name on
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heaters. KK71389. SEE McGraw
Electric Company. Clark Division.

Ring up more profit. KK73245. SEE
McGraw Electric Company. Toast-
master Products Division.

Service rated for more hot water per
hour with gas. KK73239. SEE McGraw
Electric Company. Clark Division.

3 fine lines, 1 great standard.
KK74869. SEE McGraw Electric
Company.

3 fine names under one leadership.
KK71630 ... SEE McGraw Electric
Company. Toastmaster Products
Division.

Toast more than 250 half-buns an
hour. Toastmaster bun toaster.
KK68996. SEE McGraw Electric
Company. Toastmaster Products
Division.

Toastmaster, one great name on two
types of automatic water heaters.
KK73238. SEE McGraw Electric
Company. Clark Division.

Toastmaster roll and food warmers
help earn the name Miracle Restau-
rant. KK71628. SEE McGraw Electric
Company. Toastmaster Products
Division.

Toastmaster roll and food warmers
keep 43,200 rolls per month hot
and delicious ... KK73247. SEE
McGraw Electric Company. Toast-
master Products Division.

Toastmaster roll and food warmers
speed service for Dewey's,
America's largest hot dog stand.
KK68995. SEE McGraw Electric
Company. Toastmaster Products
Division.

Toastmaster toasters help London House
keep food quality high. KK74390.
SEE McGraw Electric Company.
Toastmaster Products Division.

Toasts more than 500 half-buns an
hour. KK74392. SEE McGraw Electric
Company. Toastmaster Products
Division.

We like gas best. Scotch Knight
automatic gas water heater. Toast-
master automatic electric water
heater. KK68992. SEE McGraw
Electric Company. Clark Division.

WADE (GEOFFREY) ADVERTISING AGENCY.
Don't let a headache dim your charm.
KK74457. SEE Miles Laboratories,
inc.

Miles ahead. Alka-Seltzer.
KK70862 ... SEE Miles Laboratories,
inc.

When a cold steals your sparkle drop
two Alka-Seltzer tablets in a glass
of water ... KK74385. SEE Miles
Laboratories, inc.

WAGNER, FRANZ.
Beauty counselor color wheel.
KK70390. SEE Beauty Counselors,
inc.

The right face. KK71170. SEE
Beauty Counselors, inc.

The thrift chest. KK71169. SEE
Beauty Counselors, inc.

WAGNER (JOHN) AND SONS, INC. ©.
Allspice. Net contents 1 3/4 ounces.
Label. © 28Sep51; KK73620.

Vintage wine vinegar, tarragon.
Label. © 12Oct51; KK73619.

WAGNER ELECTRIC CORPORATION ©.
Tractor breakaway protection with
Wagner's new tractor emergency
valve. Folder. © 16Jan52;
KK73176.

WAHL, WILBURT C., Jr. ©.
Maple Honey Butter, smooth and mel-
low. (Spread) Label. © 3Dec51;
KK69449.

Maple Honey Cream, smooth and mel-
low. (Spread) Label. © 3Dec51;
KK69448.

WALDIE AND BRIGGS, INC.
Hospital furniture. KK70365. SEE
Carrom Industries, inc.

WALDRON (JOHN) CORPORATION ©.
Anchor-Waldron overload cut-outs. An
automatic device which instantly
shuts off motor when an overload
occurs. 11 p. Appl. author: H. A.
Anderson. © 21Apr52; KK72554.

Eeco roll coater, impregnator and
laminator. Bulletin 1000. Folder.
Appl. author: Dale G. Higgins.
© 1Apr52; KK71953.

Waldron plastic embosser. Bulletin
1001. Folder. Appl. author:
Dale G. Higgins. © 1Apr52;
KK71952.

WALGREEN COMPANY ©.
Be lovelier with these spring beauty
buys. (Drugs and cosmetics) Adv.
from Chicago daily tribune, Mar.
20, 1952, p. 15. Appl. author:
Earl Abbs. © 20Mar52; KK71514.

Fine toiletries moderately priced.
Be a Valentine beauty. (Drugs and
cosmetics) Adv. from Chicago daily
tribune, Feb. 7, 1952, p. 15, pt. 1.
Appl. author: Earl Abbs. © 7Feb52;
KK70167.

Fine toiletries moderately priced. Be
bride-beautiful, catch bouquets of
compliments. (Drugs and cosmetics)
Adv. from Chicago daily tribune,
June 2, 1952, p. 19. (Part I)
Appl. author: Earl Abbs. © 2Jun52;
KK74047.

Fine toiletries moderately priced.
For glowing good looks. (Drugs and
cosmetics) Adv. from Chicago daily
tribune, Jan. 17, 1952, p. 8. Appl.
author: Earl Abbs. © 17Jan52;
KK69902.

Fine toiletries moderately priced.
Look your loveliest for Easter.
Adv. from the Chicago daily tribune,
Apr. 9, 1952, p. 15. Appl. author:
Earl Abbs. © 9Apr52; KK72312.

Fine toiletries moderately priced.
Make it a beautiful new year, and
a thrifty one, too, with these
money-saving buys. Walgreen's.
Adv. from Chicago daily tribune,
Jan. 3, 1952, p. 7. Appl. author:
Earl Abbs. © 3Jan52; KK68770.

Fine toiletries moderately priced.
Wake up your beauty, see how lovely
you can be! (Drugs and cosmetics)
Adv. from the Chicago daily tribune,
Apr. 23, 1952, p. 15. Appl. author:
Earl Abbs. © 23Apr52; KK72783.

For cover-girl glamor on a white-
collar girl budget. (Drugs and
cosmetics) Adv. from Chicago
daily tribune, Mar. 5, 1952, p. 13.
Appl. author: Earl Abbs. © 5Mar52;
KK71224.

Hair-care hints for head-turning
loveliness. (Drugs and cosmetics)
Adv. from the Chicago daily tribune,
June 16, 1952, Pt. II - p. 8. Appl.
author: Earl Abbs. © 16Jun52;
KK74582.

Like mother, like daughter. Both rely
on Walgreen's for finest toiletries.
Sunday is Mother's Day. Tell her
she's lovely with a gift of beauty.
(Drugs and cosmetics) Adv. from
Chicago daily tribune, May 7, 1952,
p. 13. Appl. author: Earl Abbs.
© 7May52; KK73398.

Look your charming best, morning,
noon and night. (Drugs and
cosmetics) Adv. from Chicago
daily tribune, May 22, 1952, p.
15. Appl. author: Earl Abbs.
© 22May52; KK73882.

You're prettier than you think.
(Drugs and cosmetics) Adv. from
Chicago daily tribune, Feb. 21,
1952, p. 11. Appl. author: Earl
Abbs. © 21Feb52; KK71228.

WALKER, HAROLD C.
From sideline to headliner. KK71087.
SEE Durkee-Atwood Company.

WALKER (HAROLD C.) ADVERTISING.
From sideline to headliner.
KK71507. SEE Durkee-Atwood
Company.

Why dealers are switching to Durkee-
Atwood V-belts. KK71752. SEE
Durkee-Atwood Company.

WALKER (HIRAM) AND SONS, INC. ©.
California welcomes back Hiram Wal-
ker's ten high. Hiram Walker's ten
high straight bourbon whiskey.
Adv. from the San Francisco examiner,
Mar. 19, 1952, p. 29. © 18Mar52;
KK73287.

Hiram Walker brings Ten High bourbon
back home to Minnesota. The bourbon
that became America's best-selling
whiskey. Adv. from Duluth news-
tribune, Mar. 11, 1952, p. 4.
© 10Mar52; KK72178.

Ten high returns to California. The
bourbon that became America's best-
selling whiskey. Adv. from the
Santa Barbara news press, Mar. 24,
1952, p. A-6. © 24Mar52; KK73286.

WALKER-Turner Division, Kearney and Trecker Corporation. SEE Kearney and Trecker Corporation. Walker-Turner Division.

WALLACE BROTHERS ©.

The newest profit-making idea in stainless tableware. Wallace Cameo Profile stainless. Adv. from Housewares review, May 1952, p. 23. Appl. author: Ellington & Co., inc. © 25Apr52; KK74436.

WALLACE SILVERSMITHS ©.

Grande Baroque, sterling in the mood of gaiety. (Sterling silverware) Adv. from Glamour, June 1952, p. 3 of cover. Appl. author: Ellington & Co., inc. © 22May52; KK74079.

Rose Point sterling in the mood of romance. A legend of love in silver ... (Sterling silverware) Adv. from Glamour, May 1952, p. 3 of cover. Appl. author: Ellington & Co., inc. © 22Apr52; KK73616.

Stradivari: sterling in the mood of culture. The matchless beauty of the Wallace Stradivari pattern was inspired by the perfect violins of Antonius Stradivari ... (Sterling silverware) Adv. from Glamour, Apr. 1952, p. 159. Appl. author: Ellington & Co., inc. © 22Mar52; KK72746.

Young sterling for young homes and young incomes. Contemporary classics. (Sterling silverware) Adv. from Glamour, Apr. 1952, p. 171. Appl. author: Ellington & Co., inc. © 22Mar52; KK72747.

WALLACH (PHILIP J.) COMPANY.

Exclusive New York report compiled for your company ... (Advertising) Sheet. © Wallach Surveys, Division of the Philip J. Wallach Co.; 6May52; KK73066.

WALLACH Surveys, Division of the Philip J. Wallach Company. SEE Wallach (Philip J.) Company.

WALLER, OSCAR R.

Balanced selling. If your sales are not in the above balance your competitors are getting a share of your profits. KK72794. SEE Shaw Publishing Company.

WALSH, JOSEPHINE.

At last! A shampoo that helps nature improve your hair! KK70033. SEE Grove Laboratories, inc. Fitch Division.

Men and women say no other shampoo used gives you that clean, clean Fitch feeling! KK70126. SEE Grove Laboratories, inc. Fitch Division.

New, new, new! Amazing shampoo discovery that gives you film-free hair without "detergent dryness". KK70128. SEE Grove Laboratories, inc. Fitch Division.

New, new, new! Amazing shampoo discovery that gives your hair "that hairdresser look". KK70129. SEE Grove Laboratories, inc. Fitch Division.

New shampoo discovery gives you film-free hair ... KK72981 ... SEE Grove Laboratories, inc.

Now, easier to use! KK70074. SEE Grove Laboratories, inc. Fitch Division.

Now, film-free hair without detergent dryness. KK69586. SEE Grove Laboratories, inc. Fitch Division.

Now millions will discover undreamed-of beauty in their hair! KK70075. SEE Grove Laboratories, inc. Fitch Division.

Want lovelights in your hair? KK70023. SEE Grove Laboratories, inc. Fitch Division.

WALTER (MAX) ADVERTISING AGENCY ©.

Are you in a "stew" about furniture? Adv. from Newark Sunday news, Feb. 24, 1952, p. 19. © 24Feb52; KK70735.

Come to a world of furniture. Ten complete floors ... Edwin A. Kirch & Co. Adv. from Newark Sunday news, Newark, N. J., Feb. 10, 1952, p. 19. © 10Feb52; KK70215.

Everybody automat--ically comes to Edwin A. Kirch when their taste says the finest but their budget dictates nickels. (Furniture) Adv. from Newark evening news, Newark, N. J., Apr. 6, 1952, p. 8. © 6Apr52; KK72213.

WALTHER, MARSHALL G.

The Armstrong steam trap book. KK72813. SEE Armstrong Machine Works.

WAPPLER, ALBERT C.

The following questions and answers have been prepared ... KK69638. SEE Wappler, inc.

WAPPLER, INC. ©.

The following questions and answers have been prepared so you may become more fully informed of the ... Wappler Dehydra. (Short wave epilating units) 4 p. Appl. author: Albert C. Wappler. © 17Oct51; KK69638.

WARD BAKING COMPANY ©.

St. Louis rye bread. Net wt. 1 lb. Label. © 17Mar52; KK71840.

Tip-Top Banner 100 % whole wheat bread. Net wt. 1 lb. Label. © 15Apr52; KK72723.

Tip-Top French coffee cake. Label. © 1Mar52; KK71054.

Tip-Top layer cake. Label. © 1Mar52; KK71053.

Tip-Top protein bread. Contains no shortening of any kind. Net weight 12 oz. Label. © 1Mar52; KK71841.

WARDLAW, RUTH.

French poodle-cut permanent. KK70465. SEE Regent Products.

WARE, MARY A. ©.

Educational blocks. Tiny tots will count with dots. Sheet. © 31Jan52; KK70630.

WARNER, CLARENCE S.

Prisma glasses for your relaxing hours. KK73014. SEE American Prismatic Glasses, inc.

WARNER (MASON) COMPANY.

At parties serve Kool-Aid ... KK73673. SEE Perkins Products Company.

Cool and thr-r-ifty, Kool Aid in the ice box by the pitcher full. KK73848. SEE Perkins Products Company.

Happy holidays! KK73142. SEE Perkins Products Company.

No trick to treat Kool Aid on Halloween. KK73849. SEE Perkins Products Company.

WARNER, SCHULENBURG, TODD AND ASSOCIATES, INC.

How to make a door behave! KK70130. SEE Hager (C.) and Sons Hinge Manufacturing Company.

Money from us works for you 60 seconds every minute. KK72452. SEE Manufacturer's Bank and Trust Company.

Winter, I'm radiant coal heat. KK70906. SEE Majestic Manufacturing Company.

WARP BROTHERS.

New crystal clear Flex-O-Glass. (Transparent plastic) Folder. © Flex-O-Glas, inc., d.b.a. Warp Bros.; 29May52; KK74257.

WARREN, KENNETH.

Amana upright food freezer outperforms all other food freezers. KK70889. SEE Amana Refrigeration, inc.

Dairy Queen cones, sundaes, malts ... KK73851. SEE Dairy Queen National Trade Association, inc.

Upright food freezer outperforms all freezers tested. KK73608. SEE Amana Refrigeration, inc.

WARREN (NORTHAM) CORPORATION ©.

Don't spill it and spoil it. Get Spillpruf Cutex. (Cosmetic) Adv. from Lakewood daily times, Lakewood, N. Y., p. 3. Appl. author: J. M. Mathes, inc. © 20May52; KK74877.

WARREN, PAUL V.

Strong Soap Solution here to stay. KK73594. SEE Street (R. R.) and Company, inc.

WARSHAWSKY, S. H. ©.

Zig-zag poker. (Puzzle game) Sheet. © 24May52; KK74168.

WARTELL, HARRY.

Dispenses 1¢-2¢-3¢-6¢ airmail and special delivery stamps or 15¢ overseas airmail stamps. KK73672. SEE Postage Stamp Machine Company.

Pays you 3-way profits. KK70455. SEE Postage Stamp Machine Company.

WARWICK AND LEGLER, INC.

Delivered 3,000,000 times a day. KK73364. SEE Pabst Brewing Company.

Efficiency will rise when you desiz with Exsize-T. KK73956. SEE Pabst Brewing Company.

Enter now, for your share of the \$10,000 in cash prizes. KK73957. SEE Pabst Brewing Company.

For sparkling holiday highballs, mix with Hoffman club soda, ginger ale. KK69722. SEE Hoffman Beverage Company.

Good news for plant owners. KK72593. SEE Pabst Brewing Company.

The makers or importers of these world-famous whiskies recommend Hoffman club soda ... KK73365 ... SEE Hoffman Beverage Company.

No disagreeable odor when you use Ezzyne brand protein digester. KK72594. SEE Pabst Brewing Company.

Now, make your reservations for the ABC at Chicago in the coliseum ... KK74133. SEE Pabst Brewing Company.

Order now! KK69721. SEE Hoffman Beverage Company.

The roots run deep. KK71175. SEE Pabst Brewing Company.

We want to set them up for you. KK71532. SEE Pabst Brewing Company.

Welcome to the All-Star Tournament. KK71176. SEE Pabst Brewing Company.

What'll you have? KK72589 ... SEE Pabst Brewing Company.

WARWICK AND LEGLER, INC. Cont'd.

Yankee fans, Giant fans, Dodger fans, enter this exciting Hoffman baseball contest. KK73425. SEE Hoffman Beverage Company.

WASHINGTON, J. R. ©.

Trailaway safety shoe. (Safety device for house trailers) 4 sheets. © 3Jan52; KK69971.

WASHINGTON STATE FRUIT COMMISSION ©.

The answer to a dietitian's prayer. Canned Washington Bartlett pears. Adv. from the Modern hospital, May 1951, p. 216. Appl. author: Gloria Jane Gould. © 1May51; KK69482.

WASHINGTON STEEL PRODUCTS, INC. ©.

Meet your new salesman! His outstanding features: neat appearance, space for stock ... (Track and hanger display) Folder. © 1Apr52; KK73540.

WATERMAN (L. E.) COMPANY ©.

1st in pens with the famous Ball Pointer 52. Challenges any ball pen at any price. Adv. from New York daily news, Apr. 15, 1952, p. 29. Appl. author: Chas. Dallas Reach Co. © 15Apr52; KK72974.

WATERS, ROBERT A.

Miniature trimmer potentiometers, type RT-7/8. KK71715. SEE Waters Manufacturing, inc.

WATERS MANUFACTURING, INC. ©.

Miniature trimmer potentiometers, type RT-7/8. Sheet. Appl. author: Robert A. Waters. © 30Jan52; KK71715.

WAYBELL MANUFACTURING COMPANY, INC. ©.

Flexible, folds flat, Bil-Clip prevents money loss. For ladies and men. Poster. Appl. author: Michael Weiss. © 15Jan52; KK73741.

WAYNE ADVERTISING AGENCY.

The Suiteronizer represents a mighty successful spring season for your store. KK74513. SEE Middishade Company, inc.

WAYNE KNITTING MILLS ©.

Counter points. Belle-Sharmer leg-size stockings for leg-wise women. Appl. author: John J. Finlay. Feb. 1952. © 1Feb52; KK70323. Mar. 1952. © 1Mar52; KK71332. Apr. 1952. © 1Apr52; KK71945. May 1952. © 1May52; KK73068. June 1952. © 1Jun52; KK74019.

Imagine, air cooled stockings. The ventilated foot exclusively in Belle-Sharmer leg size stockings. Adv. from Vogue, June 1952, p. 30. Appl. author: John J. Finlay. © 1Jun52; KK74020.

The loveliest shades that ever misted a leg. The new "belle tones" in Belle-Sharmer leg-size stockings. Adv. from Vogue, Feb. 1, 1952, p. 29. Appl. author: John J. Finlay. © 1Feb52; KK70076.

Something beautiful happens to your legs when you wear Belle-Sharmer stockings in your own leg size. Adv. from Harper's bazaar, Mar. 1952, p. 113. Appl. author: John J. Finlay. © 1Mar52; KK71540.

Something beautiful happens to your profits when you promote Belle-Sharmer stockings in her own leg size. Adv. from Hosiery and underwear review, Mar. 1952, p. 19. Appl. author: John J. Finlay. © 1Mar52; KK71541.

Such a fitting compliment to your legs. Belle-Sharmer stockings in your own leg size. Adv. from Vogue, Apr. 1952, p. 36. Appl. author: John J. Finlay. © 1Apr52; KK71944.

The three most famous girls in retail selling ... Belle Sharmer, leg-size stockings for leg-wise women. Adv. from Bazaar shoe and accessory directory, spring 1952, p. 22. Appl. author: John J. Finlay. © 1May52; KK73067.

You're stocking-free above the knee in new knee-lengths by Belle-Sharmer. (Hosiery) Adv. from Harper's bazaar, May 1952, p. 14. Appl. author: John J. Finlay. © 1May52; KK73069.

WEANING CUP CORPORATION.

Tyn-E-Tot weaning cup. Label. Appl. author: Jerome B. Leve. © The Weaning Cup Corp.; 19Feb52; KK71140.

WEATHER NIPPER COATS, INC. ©.

Zip-lined weather strippers with the new Snag-Pruf zipper, the only zipper with removable slider, exclusively ours. (Clothing) Adv. from Mademoiselle, June 1952, p. 4. Appl. author: Altman-Stoller Advertising, inc. © 28May52; KK74908.

WEAVER, KITTY D. ©.

The freshest egg in town. How to tell a fresh egg. Glengyle Farm, Aldie, Virginia. Card. © 10Dec51; KK69468.

WEBER, Richard, sole owner, American Family Book Club. SEE American Family Book Club.

WEBER COSTELLO COMPANY ©.

Chalkboard Remarks by Wayne Jervis. The Chalkboard market - it's big, and it's growing. Sheet. © 22May52; KK73847.

WEBSTER, RAYMOND CARLTON.

Introducing metered cost control for O₂ therapy. KK72733. SEE Anderson (W. E.) inc.

WEBSTER-CHICAGO CORPORATION ©.

Music sounds better on a Webcor disk-changer. All phonograph records sound better on a Webcor ... Adv. from the Saturday evening post, Jan. 12, 1952, p. 3. Appl. author: Fuller & Smith & Ross, inc. © 12Jan52; KK69403.

Play all records from any location on a Webcor Diskchanger. Music sounds better on a Webcor. Adv. from the Saturday evening post, Jan. 26, 1952, p. 3. Appl. author: Fuller & Smith & Ross, inc. © 26Jan52; KK71838.

Play all 3 size records on a Webcor Diskchanger. All records sound better on a Webcor Diskchanger. Adv. from the Saturday evening post, Jan. 19, 1952, p. 43. Appl. author: Fuller & Smith & Ross, inc. © 19Jan52; KK71837.

Play all 3 speed records on a Webcor Fonograf. All music sounds better on a Webcor Fonograf. (Phonograph) Adv. from the Saturday evening post, Mar. 1, 1952, p. 52. Appl. author: Paul Brickman. © 1Mar52; KK71839.

Start your album of memories with a Webcor tape recorder. All sound sounds better on a Webcor. Adv. from the Saturday evening post, Mar. 8, 1952, p. 47. Appl. author: Paul Brickman. © 8Mar52; KK71836.

WEBSTER COMPANY, INC. ©.

Duritized men's rayon gabardine slacks, \$4.50. Wear a Webster slack. Adv. from Daily news record, Dec. 11, 1951. © 11Dec51; KK69593.

WECO PRODUCTS COMPANY ©.

Give the gift of loveliness. Here's a new kind of hairbrush that does wonderful things for your hair. The new Gainsborough. Adv. from Herald and American, Chicago, Dec. 2, 1951. Appl. author: J. Walter Thompson Co. © 2Dec51; KK71031.

Here's a new kind of hairbrush that does really wonderful things for your hair! The new Gainsborough. Adv. from Life magazine, Dec. 10, 1951, p. 72. Appl. author: J. Walter Thompson Co. © 7Dec51; KK70773.

Locked and sealed within its own glass tube. Comes to you sterile-clean. Every Dr. West's Miracle-Tuft is securely locked in a sterile atmosphere from factory to you. (Toothbrush) Adv. from Life magazine, Oct. 29, 1951, p. 101. Appl. author: J. Walter Thompson Co. © 26Oct51; KK70774.

We're hammering home this one point - It can take a terrific beating. (Toothbrush) Adv. from Life magazine, Apr. 14, 1952, p. 10. Appl. author: J. Walter Thompson Co. © 11Apr52; KK74092.

When you see what this new kind of hairbrush can do for your hair, you'll never use your old one again. The new Gainsborough. Adv. from Life, Nov. 19, 1951, p. 137. Appl. author: J. Walter Thompson Co. © 16Nov51; KK70635.

Whodunit? Dr. West's pioneered every improvement in toothbrush design in the last 30 years. Adv. from Life magazine, May 12, 1952, p. 10. Appl. author: J. Walter Thompson Co. © 9May52; KK74591.

WEDEL, ELIZABETH ANN ©.

Arizona highways. (Magazine) Display poster. © 22Dec51; KK70597.

WEIL, ROBERT L.

Burry's Howdy Doody cookies present ... KK72448. SEE Specialty Advertising Service, inc.

Buy Aunt Hannah's bread. KK70467. SEE Specialty Advertising Service, inc.

Certified market check-book. KK74268. SEE Specialty Advertising Service, inc.

County Fair magic tricks album. KK74267. SEE Specialty Advertising Service, inc.

Dick Tracy tip-top detective. KK72449. SEE Specialty Advertising Service, inc.

Enriched Tip-Top is better bread. KK70383. SEE Specialty Advertising Service, inc.

Here is your Burry's Howdy Doody election jig saw map of the United States. KK72447. SEE Specialty Advertising Service, inc.

Hopalong Cassidy action Tell-A-Tale. KK71932. SEE Specialty Advertising Service, inc.

Howdy Doody magic show featuring Poll-Parrot. KK74265. SEE Specialty Advertising Service, inc.

Kinney's shoes. KK70379. SEE Lederer Industries, inc.

Know your states of the U. S. A. KK70382. SEE Specialty Advertising Service, inc.

WEIL, ROBERT L. Cont'd.

Know your states of the U. S. A. and you know you get the best when you make it Middletown creami-rich milk. KK70381. SEE Lederer Industries, inc.

Know your U. S. and know us. KK70380. SEE Lederer Industries, inc.

Poll-Parrot says, vote for. KK74148. SEE Specialty Advertising Service, inc.

Tip-Top Town, U.S.A. KK74266. SEE Specialty Advertising Service, inc.

Watch the thrilling adventures of Dick Tracy every Saturday 6:00-6:30 p. m. WJAR-TV. KK74145. SEE Specialty Advertising Service, inc.

Wonder magic tricks album. Save Wonder bread magic trick seals and put in this handy album! KK74791. SEE Specialty Advertising Service, inc.

Wonder magic tricks album, vol. 2. KK74226. SEE Specialty Advertising Service, inc.

WEINBERG, BERNARD.

Two fine old bourbons come to California. Glencoe; Fortuna. KK68768. SEE Glencoe Distilling Company.

WEINER, J. J.

Belfast sparkles stronger, sparkles longer. KK69305. SEE Belfast Beverages, inc.

WEINER, JOSEPH J.

For the sheer delight of rare wine, savour Cresta Blanca's dry Semillon ... KK68740. SEE Cresta Blanca Wine Company.

You haven't tasted root beer like this in years. Belfast Old Fashioned Mug root beer. KK69172. SEE Belfast Beverages, inc.

WEINGARTEN ESTHER TURNER.

Troy industrial cleaning compounds. KK72827. SEE Globe Sanitary Supply Company. Troy Industrial Products Division.

WEINTRAUB (WILLIAM H.) AND COMPANY, INC.

Air-Wick now proved 3 times as effective as other deodorizers. KK74084. SEE Seeman Brothers, inc.

Courage knows no last frontier. KK71424. SEE Kaiser-Frazer Export Corporation.

Drive with Irene Dunne and her new Henry J Corsair. KK74082. SEE Kaiser-Frazer Sales Corporation.

Dubonnet Blonde makes martinis dryer than dry. KK71993. SEE Dubonnet Corporation.

An eye-opening claim only K-F dealers can make. KK69445. SEE Kaiser-Frazer Sales Corporation.

An "eye-opening" question for every American motorist! KK70402. SEE Kaiser-Frazer Sales Corporation.

'52 Kaiser introduces the world's safest front seat. KK74246. SEE Kaiser-Frazer Sales Corporation.

First showing '52 Kaiser Manhattan. KK72152. SEE Kaiser-Frazer Sales Corporation.

For a cordial holiday season give Du Bouchett Many, Blanc cordials ... KK72366. SEE Many, Blanc and Company, inc.

For double A hosts, Ancient Age, the noblest bourbon of them all. KK71684. SEE Ancient Age Distilling Company.

For good old-fashioned enjoyment, Ancient Age the whiskey with more age in its flavor. KK73815. SEE Schenley Distributors, inc.

For that original bourbon taste, bottled in bond, James E. Pepper, the original Kentucky bourbon. KK73872. SEE Pepper (James E.) and Company, inc.

For that original bourbon taste, enjoy James E. Pepper. KK72229. SEE Pepper (James E.) and Company.

I dreamed I got caught in the rain. KK71138. SEE Maiden Form Brassiere Company, inc.

I dreamed I joined the circus. KK71320. SEE Maiden Form Brassiere Company, inc.

I dreamed I led the Easter parade in my Maidenform bra. KK72731. SEE Maiden Form Brassiere Company.

I dreamed I sang Carmen. KK71303. SEE Maiden Form Brassiere Company, inc.

I dreamed I starred on television. KK71135. SEE Maiden Form Brassiere Company, inc.

I dreamed I stopped at a sidewalk cafe in my Maidenform bra. KK73415. SEE Maiden Form Brassiere Company, inc.

I dreamed I was a mermaid. KK71137. SEE Maiden Form Brassiere Company, inc.

I dreamed I was Cinderella. KK71136. SEE Maiden Form Brassiere Company, inc.

I dreamed I want to the races in my Maidenform bra. KK74083. SEE Maiden Form Brassiere Company, inc.

In the air, as on the road. KK71304. SEE Kaiser-Frazer Sales Corporation.

Lee Bowman, TV's Ellery Queen and his Henry J. KK69917. SEE Kaiser-Frazer Sales Corporation.

Michigan miles or Paris kilometers, Henry J. costs less to drive! KK70401. SEE Kaiser-Frazer Sales Corporation.

New '52 Henry J now \$1349. KK74247. SEE Kaiser-Frazer Sales Corporation.

The new '52 Kaiser Manhattan. KK74295. SEE Kaiser-Frazer Sales Corporation.

New international favorite. KK74449. SEE Kaiser-Frazer Sales Corporation.

Now, the fabulous flattery. KK71295. SEE Revlon Products Corporation.

Offer your customers an original gift, James E. Pepper. KK72230. SEE Pepper (James E.) and Company, inc.

On lips and matching fingertips, color makes the fabulous difference. KK72264. SEE Revlon Products Corporation.

A penny never traveled further than in a Henry J. KK69447. SEE Kaiser-Frazer Sales Corporation.

Presenting '52's finest low-price car, the new '52 Henry J Corsair. KK73641. SEE Kaiser-Frazer Sales Corporation.

Presenting, the newest achievement of Kaiser's anatomic engineering, the new '52 Kaiser Manhattan. KK73640. SEE Kaiser-Frazer Corporation.

Some "eye-opening" facts for every American motorist! KK70399. SEE Kaiser-Frazer Sales Corporation.

Some eye-opening facts for every automobile dealer. KK69446. SEE Kaiser-Frazer Sales Corporation.

This is the Fashion Plate look. KK72732. SEE Revlon Products Corporation.

This year, next year, and always, Kaiser's the newest. KK74081. SEE Kaiser-Frazer Sales Corporation.

Top stars agree: Your smartest buy is Henry J. KK70400. SEE Kaiser-Frazer Sales Corporation.

Whenever you give, give Dubonnet the favorite toast of the holiday host. KK74355. SEE Dubonnet Corporation.

WEINTRAUB BROTHERS AND COMPANY ©.

Salute. (Uniforms) Folder. v. 7, no. 11. © 12Nov51; KK70765.

v. 8, no. 1. © 6Jan52 (in notice: 1951); KK70566.

v. 8, no. 2. © 11Feb52 (in notice: 1951); KK71258.

v. 8, no. 3. © 19Mar52; KK71941.

v. 8, no. 4. © 10Apr52; KK73601.

v. 8, no. 5. © 15May52; KK74353.

WEISS, Belle J. and Jay W. Weiss, d.b.a. J. & R. Weiss. SEE Weiss, J. & R.

WEISS, J. & R.

Brand new eye-appeal, price-appeal. Here at last is the compact game board ... Sheet. © Jay W. Weiss and Belle J. Weiss, d.b.a. J. & R. Weiss; 24Mar52; KK74431.

WEISS, Jay W. and Belle J. Weiss, d.b.a. J. & R. Weiss. SEE Weiss, J. & R.

WEISS, MICHAEL.

Flexible, folds flat, Bill-Clip prevents money loss. KK73741. SEE Waybell Manufacturing Company, inc.

WEISS, SYDNEY L.

Creamsicle. KK73165. SEE Lowe (Joe) Corporation.

Sure, let's all have ... KK73162. SEE Loew (Joe) Corporation.

Try everybody's favorite: Cheerio. KK73164. SEE Lowe (Joe) Corporation.

WEISS AND GELLER, INC.

Filters. KK73173. SEE General American Transportation Corporation.

WELCOME SERVICE COMPANY.

Happy birthday to you. And many, many happy returns. (General merchandise) Sheet. Appl. author: Ray B. Slagle. © Welcome Service Co., partnership, Ray B. Slagle & R. Y. Thorpe; 10Dec51; KK69874.

Here comes the bride. Congratulations to the bride & groom. (General merchandise) Sheet. Appl. author: Ray B. Slagle. © Welcome Service Co., partnership, Ray B. Slagle & R. Y. Thorpe; 10Dec51; KK69873.

Welcome neighbor. Greetings and salutations: We have just heard the good news ... (Products and services) Sheet. Appl. author: Ray B. Slagle. © Welcome Service Co., partnership Ray B. Slagle & R. Y. Thorpe; 10Dec51; KK69675.

WELLS PRODUCTS, INC. ©.

Now, new, the low cost Wells automatic electric heater. Sheet. Appl. author: Manus Roizen. © 13Jun52; KK74858.

WELSH, ROBERT E.

Hamilton fine watches for women and fine wrist watches for men. KK72162. SEE Hamilton Watch Company.

The Hamilton news-mat. KK69316 ... SEE Hamilton Watch Company.

WEMBLEY, INC. ©.

America's most demanded neckwear. Wembley Nor-East Non-Crush ties. Adv. from Daily news record, Mar. 26, 1952, p. 24. Appl. author: Fitzgerald Advertising Agency. © 26Mar52; KK73439.

WEMBLEY, INC. ©. Cont'd.

Are you getting your share of pleated tie business? (Neckties) Adv. from Daily news record, New York, Feb. 15, 1952, p. 18. Appl. author: Fitzgerald Advertising Agency. © 15Feb52; KK71492.

Be first again with Wembley. Panel pleats first time ever to retail at \$2.50: (Neckwear) Sheet. © 7May52; KK74330.

Before you open a shipment, Wembley ties are pre-sold for you. (Neckties) Adv. from Daily news record, New York, Jan. 29, 1952, p. 26. Appl. author: Fitzgerald Advertising Agency. © 29Jan52; KK70952.

Before you open a shipment Wembley ties are pre-sold for you ... (Neckties) Adv. from Daily news record, Mar. 31, 1952, p. 14. Appl. author: Fitzgerald Advertising Agency. © 31Mar52; KK74309.

Bow tie business is big business. Stock up on new, narrow Wembley Londonshire bows, clip-on ... (Neckties) Adv. from Daily news record, Mar. 14, 1952, p. 13. Appl. author: Fitzgerald Advertising Agency. © 14Mar52; KK74301.

Consumer demand, have you asked your clerks lately about Wembley tie demand? (Neckties) Adv. from Daily news record, May 12, 1952, p. 18. Appl. author: Fitzgerald Advertising Agency. © 12May52; KK74311.

Every customer is pre-sold on Wembley ties. (Neckties) Adv. from Daily news record, New York, Jan. 22, 1952, p. 24. Appl. author: Fitzgerald Advertising Agency. © 22Jan52; KK70951.

February 14, your time to sell ties. Adv. from Men's wear, Jan. 11, 1952, p. 145. Appl. author: Fitzgerald Advertising Agency. © 11Jan52; KK69695.

1st in quality. Crush it, twist it ... Not a wrinkle. (Neckties) Adv. from Daily news record, May 7, 1952, p. 15. Appl. author: Fitzgerald Advertising Agency. © 7May52; KK74303.

First in quality - first in turnover. Wembley Nor-East Non-Crush ties. Adv. from Daily news record, Feb. 27, 1952, p. 19. Appl. author: Fitzgerald Advertising Agency. © 27Feb52; KK73217.

1st in turnover, crush it, twist it, knot it, not a wrinkle, Nor-East Non-Crush ties. Wembley. Adv. from Daily news record, May 14, 1952, p. 20. Appl. author: Fitzgerald Advertising Agency. © 14May52; KK73987.

For the best job, the right tool. More people buy ties from this rack than any other tie rack in the world. The Wembley Nor-East solid color ties ... Folder. © 28Dec51; KK69431.

For your convenience. Ready reference file best-selling in-stock Wembley ties pre-sold through powerful national advertising. (Neck ties) Sheets. © 14Mar52; KK71326.

For your profit Wembley goes farther for Father's Day. Here's how. 25 pre-sold Wembley promotional groups. (Neckties) Folder. © 7Mar52; KK72319.

Good merchandising sells merchandise. Another terrific wardrobe idea by Wembley. Make extra sales to every suit customer. (Neckwear) Folder. © 20Jan52; KK70782.

The greatest neckwear salesman in the world - it holds pre-sold Wembley ties. Adv. from Daily news record, Feb. 18, 1952, p. 13. Appl. author: Fitzgerald Advertising Agency. © 18Feb52; KK73215.

How to rack up more sales all year long. Wembley Nor-East non crush ties. (Neckties) Folder. © 26Mar52; KK72320.

It isn't a Nor-East tie if it hasn't a Nor-East label. (Neckties) Adv. from Daily news record, Apr. 2, 1952, p. 22. Appl. author: Fitzgerald Advertising Agency. © 2Apr52; KK74308.

Kiss of the Sun, spring '52. Wembley presents ... a display man's dream, beautiful new colors, first time shown in neckwear. Pamphlet. © 26Dec51; KK68767.

The label more highly prized today than ever before. Wembley Nor-East Non-Crush. (Neckties) Adv. from Daily news record, New York, Mar. 5, 1952, p. 18. Appl. author: Fitzgerald Advertising Agency. © 5Mar52; KK71495.

Look who's leading the Easter parade. Wembley Nor-East, non-crush ties. Folder. © 28Dec51; KK69952.

Mr. Matthew A. Picozzi, Buyer, Gertz, Jamaica and Flushing, L. I., N. Y. is a member of the Wembley Pre-Sold Club. (Neckties) Adv. from Men's wear, May 9, 1952, p. 4. Appl. author: Fitzgerald Advertising Agency. © 9May52; KK74382.

Multiply your tie sales at Easter. From England, a miracle fabric; from Wembley, a fabulous tie. Crush it, twist it, knot it; not a wrinkle. Wembley Nor-East Non-Crush ties. (Neckties) Adv. from Men's wear, Mar. 21, 1952, p. 52. Appl. author: Fitzgerald Advertising Agency. © 21Mar52; KK72596.

A must in every men's wear department. Wembley Nor-East Non-Crush ties. Adv. from Daily news record, Apr. 23, 1952, p. 39. Appl. author: Fitzgerald Adv. Agency. © 23Apr52; KK73986.

A must in every men's wear department. Wembley Nor-East Non-Crush ties. (Neckties) Adv. from Daily news record, New York, Mar. 19, 1952, p. 19. Appl. author: Fitzgerald Advertising Agency. © 19Mar52; KK73438.

The Nation's biggest neckwear campaign! Wembley 1952 advertising. She gave me a Wembley necktie! Booklet. © 10Jan52; KK69953.

Newest bow-tie selling ideas. Wembley leads again in building a new bow-tie business specially for you. Adv. from Men's wear, Mar. 21, 1952, p. 18-19. Appl. author: Fitzgerald Advertising Agency. © 21Mar52; KK72595.

Over 10,000 of America's finest stores sell Wembley, Nor-East, Non-Crush ties. (Neckties) Adv. from Daily news record, Apr. 30, 1952, p. 22. Appl. author: Fitzgerald Advertising Agency. © 30Apr52; KK74302.

Over 10,000 of America's finest stores sell Wembley Nor-East Non-Crush ties. (Neckties) Adv. from Daily news record, New York, Feb. 20, 1952, p. 21. Appl. author: Fitzgerald Advertising Agency. © 20Feb52; KK71493.

Pre-sold! The moment you order Wembley ties, Wembley advertising, Wembley styling and Wembley merchandising go to work for you. Adv. from Daily news record, May 19,

1952, p. 24. Appl. author: Fitzgerald Adv. Agency. © 19May52; KK73988.

Quality far beyond the price. Wembley Nor-East non-crush ties. Adv. from Men's wear, Nov. 9, 1951, p. 10 & 11. Appl. author: Fitzgerald Advertising Agency. © 9Nov51; KK69710.

Quality far beyond the price. Wembley Nor-East Non-Crush ties. (Neckties) Adv. from Daily news record, New York, Feb. 13, 1952, p. 28. Appl. author: Fitzgerald Advertising Agency. © 13Feb52; KK71491.

Selling fast, Wembley Jersey ties of finest one-piece construction. (Neckties) Adv. from Daily news record, Apr. 24, 1952, p. 12. Appl. author: Fitzgerald Advertising Agency. © 24Apr52; KK74304.

There's no business like repeat business. Wembley Nor-East Non-Crush ties. (Neckties) Adv. from Daily news record, New York, Mar. 12, 1952, p. 24. Appl. author: Fitzgerald Advertising Agency. © 12Mar52; KK71496.

3 Wembley fashion ads with 1 big new idea; selling extra ties for you every time you sell a suit. What neckwear should I wear with my brown suit ... my grey suit ... my blue suit? Adv. from Men's wear, Feb. 8, 1952, p. 44-45. Appl. author: Fitzgerald Advertising Agency. © 8Feb52; KK72597.

Turnover! Over 10,000 retailers who sell the Wembley brand know the fastest selling label in neckwear. (Neckties) Adv. from Daily news record, New York, Apr. 7, 1952, p. 16. Appl. author: Fitzgerald Advertising Agency. © 7Apr52; KK73436.

Wembley brings you the finest construction in jersey square-end ties. (Neckwear) Folder. © 25Apr52; KK73096.

Wembley dealers: See how Wembley builds a complete new bow tie business for you. (Neckties) Adv. from Men's wear, Feb. 22, 1952, p. 54-55. Appl. author: Fitzgerald Advertising Agency. © 22Feb52; KK72598.

Wembley means business in bows. Don't miss sale of fancy bows. (Neckties) Adv. from Daily news record, Mar. 21, 1952, p. 21. Appl. author: Fitzgerald Advertising Agency. © 21Mar52; KK74572.

Wembley \$1.50 neckwear leads the Nation. (Neck ties) Adv. from Men's wear, Jan. 25, 1952, p. 1. Appl. author: Fitzgerald Advertising Agency. © 25Jan52; KK69697.

Wembley pleats build repeats. (Neckties) Adv. from Daily news record, New York, Feb. 21, 1952, p. 17. Appl. author: Fitzgerald Advertising Agency. © 21Feb52; KK71494.

Wembley pleats build repeats - Pleats with the Wembley name are pre-sold for you \$2. Adv. from Daily news record, Feb. 21, 1952, p. 17. Appl. author: Fitzgerald Advertising Agency. © 21Feb52; KK73216.

The Wembley stock control plan for better merchandising, basic staple neckwear, based on Wembley research for retailers. Folder. © 7May52; KK73998.

WEMBLEY, INC. ©. Cont'd.

Wembley ties pre-sold for you.

(Neckties) Adv. from Daily news record, New York, Feb. 5, 1952, p. 30. Appl. author: Fitzgerald Advertising Agency. © 5Feb52; KK71489.

Wembley ties pre-sold thru powerful national advertising. (Neckties) Adv. from Daily news record, New York, Feb. 11, 1952, p. 17. Appl. author: Fitzgerald Advertising Agency. © 11Feb52; KK71490.

Wembley \$2 neckwear first in turnover. Be smart; concentrate on one label. Adv. from Men's wear, Feb. 8, 1952, p. 30-31. Appl. author: Fitzgerald Advertising Agency. © 8Feb52 (in notice: 1951); KK72979.

Wembley \$2 neckwear first in turnover. (Neck ties) Adv. from Men's wear, Jan. 25, 1952, p. 2. Appl. author: Fitzgerald Advertising Agency. © 25Jan52; KK69696.

The Wembley visual merchandising profit plan, back to school, based on Wembley research for retailers. (Neckwear) Folder. © 7May52; KK74000.

The Wembley visual merchandising profit plan, bow tie, based on Wembley research for retailers. (Neckwear) Folder. © 7May52; KK73999.

The Wembley visual merchandising profit plan, coordinated colors, based on Wembley research for retailers. (Neckwear) Folder. © 7May52; KK73996.

The Wembley visual merchandising profit plan, football fashions, based on Wembley research for retailers. (Neckwear) Folder. © 7May52; KK74001.

The Wembley visual merchandising profit plan, Game Birds, based on Wembley research for retailers. (Neckwear) Folder. © 7May52; KK74002.

The Wembley visual merchandising profit plan, Nor East, based on Wembley research for retailers. (Neckwear) Folder. © 7May52; KK73997.

The Wembley visual merchandising profit plan, Top o' the Rainbow, based on Wembley research for retailers. (Neckwear) Folder. © 7May52; KK74003.

Wembley's kiss of the sun. New glowing colors that glamorize man's summer tan. (Neck-ties) Adv. from Men's wear, Jan. 11, 1952, p. 72. Appl. author: Fitzgerald Advertising Agency. © 11Jan52; KK69694.

Wembley's white highlite neckwear touched with white. Cool beauty for your summer apparel. (Neckties) Adv. from Men's wear, Jan. 11, 1952, p. 41. Appl. author: Fitzgerald Advertising Agency. © 11Jan52; KK69693.

What fine stores are re-ordering: Panel pleats \$2.50. (Neckties) Adv. from Daily news record, Apr. 22, 1952, p. 45. Appl. author: Fitzgerald Advertising Agency. © 22Apr52; KK74310.

What's new in neckwear? For your Valentine selling, 2 new ideas never seen before. Wembley ties. Adv. from Daily news record, New York, Jan. 15, 1952, p. 26. Appl. author: Fitzgerald Advertising Agency. © 15Jan52; KK70950.

White Highlite, for spring 1952. Expect fashion first from Wembley. To help you sell more white shirts. De-

signed to complement the new collar styles. (Ties) Pamphlet.

© 26Dec51; KK69432.

You sell Wembley bows faster because Wembley bows are made better. (Neck ties) Adv. from Retail apparel outlook, Nov. 15, 1951, p. 19. Appl. author: Fitzgerald Advertising Agency. © 15Nov51; KK69698.

Your customers are pre-sold on Wembley ties. Just show them and you sell them. (Neckties) Adv. from Daily news record, New York, Mar. 24, 1952, p. 15. Appl. author: Fitzgerald Advertising Agency. © 24Mar52; KK73437.

WEN-AIRE SALES. AVON VETERINARY PHARMACEUTICAL COMPANY DIVISION.

I need Nutri-Aminoze ... complete supplement for better canine nutrition. 12 ounces. Label. © Avon Veterinary Pharmaceutical Co., Div. of Wen-Aire Sales, Otto E. Wendel, Jr., individual owner; 10Jan52; KK70251.

WENDEL, Otto E., Jr., individual owner, Avon Veterinary Pharmaceutical Company, Division of Wen-Aire Sales. SEE Wen-Aire Sales. Avon Veterinary Pharmaceutical Company Division.

WESCO WATERPAINTS, INC. ©.

Academic art colors. Wesco's art colors are quick-drying, non-toxic, tempera colors in dry powder form ... Card. Appl. author: Randell Cook. © 31Dec51; KK73705.

Best masonry paint salesman I ever had, says Bill Haney of Haney's Paint Center, Trenton, New Jersey. Wesco masonry paints. Adv. from American paint & oil dealer, May 1952, p. 101. © 15Apr52; KK74152.

It's Rocktite month! Rocktite by the truckload ... (Cement paint) Folder. Appl. author: Randell Cook. © 29Jun51; KK73702.

Makes old cracked walls look new, Westex texture paint, perfect finish for wallboard. Folder. Appl. author: Randell Cook. © 3Dec51; KK73708.

Masonry paints for stucco, concrete, brick, transite and aggregate blocks. Folder. Appl. author: Randell Cook. © 2Jan51; KK73704.

Pli-Tec, the roughest, toughest finish ever made for exterior masonry. New beauty for cracked stucco and masonry. Folder. Appl. author: Randell Cook. © 4Apr51; KK73709.

Prime wallboards and plaster with synthetic rubber. Blotter test proves that nothing else seals like rubber. Sheet. Appl. author: Randell Cook. © 15Dec50; KK73703.

Sure there's a paint for asbestos siding. There's a specialized Wesco paint for every stucco and masonry surface. Durasite. Adv. from American painter & decorator, Apr. 1952, p. 3 of cover. © 1Apr52; KK72298.

Top Flite colors, made with synthetic rubber for washability ... Folder. Appl. author: Randell Cook. © 13Apr51; KK73707.

Top Flite synthetic rubber finishes. Top Flite dries so hard, so fast, it's washable within 50 minutes. Folder. Appl. author: Randell Cook. © 15May50; KK73700.

Wesco masonry painting handbook. Authentic specifications prepared with the cooperation of leading architects and contractors. (Masonry paints) 11 p. Appl. author: Randell Cook. © 25Feb52; KK70942.

Wesco photo-file of masonry paint specifications. Pamphlet. Appl. author: Randell Cook. © 20Feb51; KK70645.

World's most complete line of masonry paints. Because Wesco makes a paint for every type of masonry surface, we can honestly recommend the best paint for every job. Folder. Appl. author: Randell Cook. © 25Sep51; KK73701.

Your Top Flite color card. Top Flite synthetic rubber paint for interior walls and woodwork, too ... Folder. Appl. author: Randell Cook. © 23Feb51; KK73706.

WESCOTT, MINNIE ©.

Stork Aid rental service. (Children's furniture) Sheet. Appl. author: Robert B. Thornton. © 21Oct51; KK69045.

WESLEY AVES AND ASSOCIATES, INC.

Millions walk daily on Robbins flooring. It defies wear and tear! KK72787. SEE Robbins Flooring Company.

WESSON OIL AND SNOWDRIFT COMPANY, INC. ©.

Easier new piecrust with golden flake goodness. Quick and sure because you use Snowdrift and milk. (Shortening) Adv. from Sunset, Feb. 1952, p. 91. Appl. author: Dorothy H. Lawrence. © 25Jan52; KK71374.

WEST, RANALD S.

When your heart is reaching hardest for consolation ... KK74128. SEE Clark Grave Vault Company.

Why should an office safe stop businessmen in their tracks? KK74216. SEE Mosler Safe Company.

WEST AND COMPANY ©.

Oilgram. It may prove profitable for you to examine a selected list of oil stocks with profit records ... (Securities) Sheet. Appl. author: Walt Clyde. © 1May52; KK72986.

WEST BEND ALUMINUM COMPANY ©.

Bring flower-fresh color to your table. West Bend Flavo-matic, the automatic percolator. Adv. Appl. author: Western Advertising Agency. © 20Apr52; KK73236.

But haven't you heard? Cooking for two is easy with a West Bend electric Ovenette. Adv. from Modern bride, spring 1952, p. 169. Appl. author: Western Advertising Agency. © 30Jan52; KK71230.

West Bend electric bean pot set. Adv. Appl. author: Western Advertising Agency. © 20Feb52; KK70607.

West Bend Flavo-Matic, the truly automatic percolator. (Automatic coffee maker) Adv. Appl. author: Western Advertising Agency. © 5Feb52; KK71062.

West Bend Penguin hot and cold server. West Bend Flavo-matic, the fully automatic electric percolator! Adv. from the Saturday evening post, p. 100. Appl. author: Western Advertising Agency. © 20Feb52; KK70700.

You'll be proud to give, pleased to get West Bend Flavo-matic, the automatic electric percolator. Adv. Appl. author: Western Advertising Agency. © 21Nov51; KK68989.

WEST DISINFECTING COMPANY ©.

Control insects by double penetration with West atomizing equipment. Folder. Appl. author: Tom Z. Van Raalte. © 1Mar52; KK72307.

WEST DISINFECTING COMPANY ©. Cont'd.

West antiseptic protective creams.
Folder. Appl. author: Tom Z. Van
Raalte. © 1Mar52; KK72306.

WEST POINT LAWN PRODUCTS ©.

Aerify early in the spring with
the Aerifier. (Agricultural
implement) Adv. from Golfdom,
Mar. 1952, p. 27. Appl. au-
thors: Tony & Tom Mascaro.
© 20Mar52; KK71513.

For '52 F-G Aerifier triplex gang.
(Agricultural implement) Adv.
from Golfdom, Jan. 1952, p. 11.
Appl. authors: Tony and Tom
Mascaro. © 21Jan52; KK69805.

For springtime aerification, the
Aerifier. (Farm implements) Adv.
from Golfdom, May 1952, p. 21.
Appl. author: Tony & Tom Mascaro.
© 20May52; KK73655.

G-T model Aerifier. Flexi-comb for
fairway mowers. (Turf maintenance
equipment) Sheet. Appl. author:
Althea Hope Shisler Mascaro.
© 15Jan52 (in notice: 1951);
KK69807.

We use Aerifier to reduce thatch
at Seaview, says Warren Bidwell.
(Agricultural implement) Adv.
from Golfdom, Apr. 1952, p. 17.
Appl. author: Tony & Tom Mascaro.
© 17Apr52; KK72456.

We use the Aerifier whenever it is
needed, says Clarence Fry. (Agricultural
implement) Adv. from Golf-
dom, Feb. 1952, p. 9. Appl. author:
Tony & Tom Mascaro. © 14Feb52;
KK70449.

WESTERN ADVERTISING AGENCY.

Bring flower-fresh color to your
table. KK73236. SEE West Bend
Aluminum Company.

But haven't you heard? KK71230. SEE
West Bend Aluminum Company.

Long a dream, now it comes true:
Eagle Hitch farming. KK72302.
SEE Case (J. I.) Company.

More power to the pound for chicks,
pigs, poult and calves in Wayne
starting feeds. KK71904. SEE
Allied Mills, Inc.

Sally Potter says: A husband never
hides behind the paper. KK71554.
SEE Haeger Potteries, Inc.

Sally Potter says: You can make old
treasures look brand spanking new.
KK72247. SEE Haeger Potteries,
Inc.

West Bend electric bean pot set.
KK70607. SEE West Bend Aluminum
Company.

West Bend Flavo-Matic. KK71062.
SEE West Bend Aluminum Company.

West Bend Penguin hot and cold server.
KK70700. SEE West Bend Aluminum
Company.

You'll be proud to give, pleased to
get West Bend Flavo-matic, the
automatic electric percolator.
KK68989. SEE West Bend Aluminum
Company.

WESTERN AUTO STORES AND ASSOCIATE
STORES ©.

See, try, compare - you too, will
choose Westcraft tools over all
other brands. Adv. from Popular
science, Jan. 1952, p. 231. Appl.
author: Bruce B. Brewer & Co.
© 1Jan52; KK73577.

See, try, compare - you'll choose
Westcraft tools over all others.
Adv. from the Saturday evening post,
Jan. 12, 1952, p. 95. Appl. author:
Bruce B. Brewer & Co. © 12Jan52;
KK73572.

Store 1/4 ton of frozen food in this
farm-size freezer that saves you up
to \$150. Famous Wizard appliances.
Adv. from the Progressive farmer,
July 1951, p. 34. Appl. author:
Bruce B. Brewer & Co. © 1Jul51;
KK69031.

WESTERN AUTO SUPPLY COMPANY ©.

Announcing the all-new Wizards - with
the pick of the most wanted features.
(Refrigerator) Adv. from the Pro-
gressive farmer, Apr. 1952, p. 57.
Appl. author: Bruce B. Brewer & Co.
© 1Apr52; KK74055.

Before you buy, see why millions
choose famous Wizard appliances.
How Bill got me a kitchen radio
... (Household appliances, tools,
radios, tires ...) Adv. from the
Progressive farmer, Jan. 1952,
p. 36-37. Appl. author: Bruce B.
Brewer & Co. © 1Jan52; KK74227.

The biggest money-saving idea in car
maintenance in 20 years. New kind of
replacement engines, successor to
costly overhauls. Wizardized engi-
nes, factory remanufactured. Adv.
from the Progressive farmer, Jan.
1952, p. 35. Appl. author: Bruce
B. Brewer & Co. © 1Jan52; KK73569.

Compare them all, see why only Wizard
dares make this money-back guaran-
tee. Wizard super twin "6". For
still more power, see the new Wizard
powermatic "10". Adv. from Sports
affield, Mar. 1952, p. 89. Appl.
author: Bruce B. Brewer & Co.
© 1Mar52; KK73304.

Dear Bobby: I'm sorry that not every
 youngster can own a Western Flyer.
Every boy and girl wants a Western
Flyer. (Bicycles) Adv. from Look,
Dec. 18, 1951, p. 84. Appl.
author: Bruce B. Brewer & Co.
© 18Dec51; KK69159.

Discover why millions are proud owners
of these guaranteed Wizard appli-
ances. (Ranges, washers, freezers,
etc.) Adv. from the Progressive
farmer, Mar. 1952, p. 75. Appl.
author: Bruce B. Brewer & Co.
© 1Mar52; KK73306.

Good-bye to this cost. Good-bye to
this worry. Good-bye to this danger.
Now you can new-engine your car for
about the price of an overhaul.
Wizardized engines. Adv. from the
Progressive farmer, Feb. 1952, p.
71. Appl. author: Bruce B. Brewer
& Co. © 1Feb52; KK73575.

Here's the mower that turns grass
clippings into rich fertilizer. No
regular overhaul can match this re-
manufactured Wizardized engine ...
(Lawn mower, remanufactured car
engine, car seat covers) Adv. from
the Progressive farmer, May 1952,
p. 65. Appl. author: Bruce B.
Brewer & Co. © 1May52; KK74051.

How to get the radio you want and
save \$20 to \$30 and still more
savings for your workbench and car.
(Radio, car battery, and tools)
Adv. from the Progressive farmer,
Feb. 1952, p. 73. Appl. author:
Bruce B. Brewer & Co. © 1Feb52;
KK73574.

More than 3,000,000 Truetone radios
have been chosen by families like
yours. Truetone Movie Screen TV
guarantees you the clearest,
sharpest, most trouble-free pic-
ture in your neighborhood. Adv.
from Life, Nov. 26, 1951, p. 11.
Appl. author: Bruce B. Brewer &
Co. © 26Nov51; KK69153.

New-engine your car now for as little
as \$16 down. Wizardized engines,
factory re-manufactured. Adv. from
Life, Aug. 13, 1951, p. 48. Appl.
author: Bruce B. Brewer & Co.
© 13Aug51; KK69160.

New-engine your car now with a
Wizardized engine for \$16 down.
(Remanufactured auto engines)
Adv. from Life, Oct. 1, 1951,
p. 87. Appl. author: Bruce B.
Brewer & Co. © 1Oct51; KK69151.

New 1952 Wizard Powermatic "10" gives
you the newest shift, newest speed
control and stepped-up power.
Adv. from Outdoor life, Feb. 1952,
p. 20-21. Appl. author: Bruce B.
Brewer & Co. © 1Feb52; KK73308.

New shift, new controls, new power,
yours in Wizard Powermatic "10".
Adv. from True, Mar. 1952, p. 65.
Appl. author: Bruce B. Brewer &
Co. © 1Mar52; KK73309.

New Wizard power mower fertilizes
your lawn automatically as it cuts.
Adv. from Better homes and gardens,
Apr. 1952, p. 315. Appl. author:
Bruce B. Brewer & Co. © 1Apr52;
KK74050.

New Wizard power mower fertilizes your
lawn automatically as it cuts. Adv.
from the Progressive farmer, Feb.
1952, p. 75. Appl. author: Bruce B.
Brewer & Co. © 1Feb52; KK73573.

New Wizard Powermatic "10" - with
stepped up power to push heavy loads
at higher speeds. (Outboard motor)
Adv. from Sports affield fishing
annual, 1952, p. 13. Appl. author:
Bruce B. Brewer & Co. © 4Feb52;
KK73570.

Now grass cutting is so easy it's
actually fun with our Wizard power
mower! Chosen over all others by
more than 3,000,000 families like
yours - Truetone radios ... Davis
Luxury Ride tires. Adv. from the
Progressive farmer, Mar. 1952, p. 77.
Appl. author: Bruce B. Brewer & Co.
© 1Mar52; KK73307.

Only Revelation fishing line is guar-
anteed not to break within 3 years -
for any reason - or new line free.
Adv. from Sports affield, Mar. 1952,
p. 88. Appl. author: Bruce B.
Brewer & Co. © 1Mar52; KK73305.

Only Revelation line is guaranteed
not to break within 3 years - for
any reason - or new line free.
(Fishing line) Adv. from Sports
affield fishing annual, 1952, p. 12.
Appl. author: Bruce B. Brewer & Co.
© 4Feb52; KK73571.

See how little it costs to give him
professional quality Westcraft
tools. Adv. from the Saturday
evening post, Dec. 1, 1951, p. 84.
Appl. author: Bruce B. Brewer & Co.
© 1Dec51; KK69155.

See these April specials at Western
Auto. New Wizard power mower ferti-
lizes your lawn automatically as it
cuts ... (Lawn mower, remanufac-
tured car engine, car seat covers)
Adv. from the Progressive farmer.
Apr. 1952, p. 59. Appl. author:
Bruce B. Brewer & Co. © 1Apr52;
KK74054.

See, try, and compare Westcraft
tools; discover how little fine
tools can cost. Adv. from
Popular science, Nov. 1, 1951,
p. 253. Appl. author: Bruce B.
Brewer & Co. © 1Nov51; KK69158.

This Christmas, see how little it
costs to give famous professional
quality Westcraft tools. Adv. from
Popular science, Dec. 1, 1951, p.
255. Appl. author: Bruce B.
Brewer & Co. © 1Dec51; KK69157.

The thrill of a lifetime; first ride
on his new Western Flyer. (Bi-
cycles) Adv. from Look, Nov. 20,
1951, p. 32. Appl. author: Bruce
B. Brewer & Co. © 20Nov51;
KK69152.

WESTERN AUTO SUPPLY COMPANY ©.

Cont'd.

We got a "new car" for less than \$200, thanks to these money-saving auto supplies from Western Auto. Adv. from Farm Journal, June 1951, p. 50. Appl. author: Bruce B. Brewer & Co. © 1Jun51; KK69604.

Western Auto guaranteed us the clearest picture in our neighborhood - or our money back. No wonder we chose Truetone Movie Screen TV. Truetone radio. Adv. from Life, Jan. 28, 1952, p. 87. Appl. author: Bruce B. Brewer & Co. © 28Jan52; KK73576.

With prices like these, no wonder thousands choose professional quality Westcraft tools. Adv. from Popular science, Feb. 1952, p. 255. Appl. author: Bruce B. Brewer & Co. © 1Feb52; KK73578.

Wizard - America's only outboard with this money-back guarantee. (Outboard motor) Adv. from True, Apr. 1952, p. 85. Appl. author: Bruce B. Brewer & Co. © 1Apr52; KK74053.

You don't have to be a tool expert to see why experts choose guaranteed Westcraft tools. Adv. from Popular mechanics, Mar. 1952, p. 251. Appl. author: Bruce B. Brewer & Co. © 1Mar52; KK74052.

You'll be proud to give a Truetone radio. Make this a television Christmas with Truetone Movie Screen TV. Adv. from Life, Dec. 10, 1951, p. 165. Appl. author: Bruce B. Brewer & Co. © 10Dec51; KK69154.

Your wonderland of Christmas gifts for everyone in every family. (Bicycles, toys, radios, etc.) Adv. from the Progressive farmer, Dec. 1, 1951, p. 36-37. Appl. author: Bruce B. Brewer & Co. © 1Dec51; KK69156.

WESTERN MACHINERY COMPANY ©.

5C modified Mobil Mill. 8' x 12' drum separator. Fines treatment 1.5-6. Drawing no. 119-805C. (Ore dressing equipment) Sheet. Appl. author: Ferris J. Mechem. © 12Feb52; KK70691.

5 C modified Mobil Mill. 8' x 12' drum separator. Fines treatment 1.5-6. Drawing no. 119-809A. (Ore dressing equipment) Sheet. Appl. author: Ferris J. Mechem. © 12Feb52; KK70695.

5 C modified Mobil Mill. 14' cone separator. Fines treatment 1.5-6 on 0.5-6. Drawing no. 119-807A. (Ore dressing equipment) Sheet. Appl. author: Ferris J. Mechem. © 12Feb52; KK70696.

General flowsheet for H. M. S. no. 1. Mobil Mill with pre-wetting section. 10' x 12' - 2 comp. drum separator & screens. Drawing no. 119-810C. (Ore dressing equipment) Sheet. Appl. author: Louis A. Oberauer. © 15Feb52; KK70688.

General flowsheet for H. M. S. no. 2. Mobil Mill with pre-wetting section. 8' x 12' - 2 comp. drum separator & screens. Drawing no. 119-811C. (Ore dressing equipment) Sheet. Appl. author: Louis A. Oberauer. © 15Feb52; KK70690.

General flowsheet for H. M. S. no. 3. Mobil-Mill with pre-wetting section. 8-12-2 comp. drum separator & screens. Drawing no. 119-812 C. (Ore dressing equipment) Sheet. Appl. author: Walter E. Gelling. © 15Feb52; KK70689.

General flowsheet for H. M. S. no. 3A. Mobil-Mill with pre-wetting section. 14' cone separator & screens. Drawing no. 119-813C. (Ore dressing equipment) Sheet. Appl. author: Walter E. Gelling. © 15Feb52; KK70693.

2-5C modified Mobil-Mills. 1-8 x 12-two compartment drum. 1-10 x 12-two compartment drum. Drawing no. 119-804C. (Ore dressing equipment) Sheet. Appl. author: Joseph H. Glennon. © 12Feb52; KK70692.

2-5C-modified Mobil Mills. 1-8 x 12-two compartment drum. 1-10 x 12-two compartment drum. Drawing no. 119-808A. (Ore dressing equipment) Sheet. Appl. author: Joseph H. Glennon. © 12Feb52; KK70694.

WKE (HMS) Mobil-Mill, general arrangement of proposed 5 gravity HMS separation plant. 119-801C. (Ore dressing equipment) Sheet. Appl. author: Louis A. Oberauer. © 17Jan52; KK69539.

WKE (HMS) Mobil-Mill, 2, inside air lift, general arrangement with 7' D. cone & 3' x 16' Robins screen. 119-266A. (Ore dressing equipment) Sheet. Appl. author: Robert P. Thomas. © 26Apr51; KK69513.

WESTERN PHYSICIANS ASSOCIATION ©.

Common skin disorders. Formula 47. (Drugs and cosmetics) Label. Appl. author: Harry Logstrup Ryberg. © 15Feb52; KK70657.

WESTGATE-SUN HARBOR COMPANY ©.

Best o' season's eatings. Breast-o'-chicken, the brand that brings you only the best o' tuna. Poster. Appl. author: Barnes Chase Company. © 1Nov51; KK69514.

Some punkin', and the lil' goblins will be goblin' Breast-o'-chicken, the brand that brings you only the best o' tuna. For the best o' casseroles. Poster. Appl. author: Barnes Chase Company. © 10Oct51; KK69515.

Win this snowman casserole. 3000 to be given. Breast-o'-Chicken. (Tuna fish) Adv. from Good housekeeping, Feb. 1952, p. 147. Appl. author: Barnes Chase Co. © 20Jan52; KK71184.

WESTHEIMER AND BLOCK.

It's here, Goldcrest 51 select. KK71950. SEE Tennessee Brewing Company.

WESTINGHOUSE ELECTRIC CORPORATION ©.

Bacon and eggs in 3 minutes. Westinghouse speed-electric ranges. Super Corox. 24-sheet poster. Appl. author: Fuller, Smith & Ross, inc. © 17Jan52; KK70293.

Bacon and eggs in 3 minutes. Westinghouse speed-electric ranges. That's stop watch cooking with Westinghouse Super Corox. Poster. Appl. author: Fuller Smith & Ross, inc. © 4Feb52; KK70292.

Electric heating for homes. User's guide. 19 p. Appl. author: Stuart L. Forsyth. © 25Apr52; KK73914.

WETZEL, ROSS.

Pick a pip! KK70438. SEE Borden Company.

WHALE, NORMAN BARFOOTE ©.

Whale Printing Company, stationery & office supplies. (Cards, letterheads, blotters, etc.) Pamphlet. © 24Sep51; KK68882.

WHEEL Goods Division, Huffman Manufacturing Company. SEE Huffman Manufacturing Company. Wheel Goods Division.

WHEELER, ELMER ©.

Fat boy's game. Label. © 14Nov51; KK68923.

WHEELING CORRUGATING COMPANY ©.

Again in '52, Wheeling tells 'em, sells 'em. (Tubs, pails, buckets, etc.) Folder. © 28Jan52; KK69878.

Wheeling hand dipped ware. Catalog no. 152. (Steel ware) Appl. author: Advertising Dept., Wheeling Corrugating Co. 24 p. © 4Feb52; KK70048.

WHELOCK (WARD) COMPANY.

Easter Sunday, April 13. Here's how I remember. KK72282. SEE Whitman (Stephen F.) and Son, inc.

He remembered, why don't you KK74429. SEE Whitman (Stephen F.) and Son, inc.

Here's how I remember! Why don't you? KK70756. SEE Whitman (Stephen F.) and Son, inc.

Here's how I remember Christmas. Why don't you? Bob Crosby. KK69631. SEE Whitman (Stephen F.) and Son, inc.

Mother's Day, Sunday, May 11. KK74430. SEE Whitman (Stephen F.) and Son, inc.

Rare fruits, crisp nuts, choice creams; the world's costliest centers, yours in your Whitman's Sampler. KK72281. SEE Whitman (Stephen F.) and Son, inc.

Remember Valentine's Day, Feb. 14th. KK70757. SEE Whitman (Stephen F.) and Son, inc.

Valley Forge beer; Rams Head ale. KK73517. SEE Scheidt (Adam) Brewing Company.

WHILAD, INC. ©.

Gift house jewelry creations. Poster. Appl. author: Herbert D. Drell. © 20Feb52; KK71218.

WHIRLPOOL CORPORATION ©.

Record low price for a famous, fully automatic Whirlpool. New thrift automatic washer. Adv. from Good housekeeping, Oct. 1950, p. 170. Appl. authors: Perry R. Thomas & Charles Doner. © 20Sep50; KK69542.

WHITE, GERALDINE ©.

Potters Nook, Series 101, Pennsylvania Dutch. Six ceramic designs for 10 in. plates. Label. © 3Jun52; KK745774.

WHITE, RICHARD E.

A property owner's insurance survey service. KK72828. SEE Home Mutual Insurance Company.

WHITE, WRAY PRESCOTT ©.

Record of Foto-Kard personal business cards. Folder. © 28Dec51; KK69968.

WHITE PRODUCTS CORPORATION ©.

Both in sales and installation White makes it a snap, says J. C. Busby. White Water-Hotter. Yes, it's a snap to install White's porcelain table top electric water heater. Adv. from Electrical south, Oct. 1951, p. 136. Appl. author: W. W. Garrison & Co. © 12Oct51; KK68803.

Don't let this or any winter find you without plenty of hot water always on tap! White water-hotter, automatic water heaters, gas and electric. Adv. from Better homes & gardens, Feb. 1952, p. 156. Appl. author: W. W. Garrison & Co. © 18Jan52; KK70761.

WHITE PRODUCTS CORPORATION ©.

Cont'd.

Gas or electric hot water heaters: No manufacturer has ever given us ... a better product than Water-Hotter, says Michael E. Kapman. It's the net that makes us so enthusiastic ... writes Charles Reed. Adv. from Electrical merchandising, Jan. 1951, p. 278-279. Appl. author: W. W. Garrison & Co. © 1Jan51; KK68802.

Gee, Mom will need plenty hot water for us kids tonight. White Water-Hotter, automatic water heaters, gas and electric. Adv. from Small homes guide, summer-fall 1952, p. 172. Appl. author: W. W. Garrison & Co. © 10Apr52; KK72310.

I feel like a bride again! It's so much fun keeping house with my White Water-Hotter. (Automatic water heaters) Adv. from Good housekeeping, June 1952, p. 253. Appl. author: W. W. Garrison & Co. © 20May52; KK73992.

Our dealers enjoy bigger volume, lower costs and better net profits because of White's quality features: Water-Hotter. (Automatic water heaters) Adv. from LP-gas, May 1952, p. 128. Appl. author: W. W. Garrison & Co. © 25Apr52; KK73989.

Quality that builds respect and profits is built into every White Water-Hotter. (Automatic water heaters) Adv. from Electrical merchandising, Mar. 1952, p. 7. Appl. author: W. W. Garrison & Co. © 1Mar52; KK71273.

Sales come a lot easier with White hot water heaters says Mr. L. Giolletti. White Water-Hotter. Electric, round and table top models. Gas, round models only. Adv. from Electrical merchandising, Nov. 1951, p. 105. Appl. author: W. W. Garrison & Co. © 1Nov51; KK68804.

This is your ad program for 1952 when you identify yourself with White new self-selling Water Hotter automatic water heaters. Adv. from Electrical merchandising, Jan. 1952, p. 41. Appl. author: W. W. Garrison & Co. © 2Jan52; KK69621.

Whether for men's work or women's ... Yes, farm and family fare better when you get one or more White Water-Hotter. Automatic water heaters, electric and gas. Adv. from Country gentleman, Apr. 1952, p. 167. Appl. author: W. W. Garrison & Co. © 26Mar52; KK72653.

White's quality features sure pay off for our dealers in bigger volume, lower costs and better net profits: Water-Hotter. (Automatic water heaters) Adv. from Electrical merchandising, May 1952, p. 109. Appl. author: W. W. Garrison & Co. © 1May52; KK73990.

WHITEHALL PHARMACAL COMPANY ©.

Millions with stomach distress have bad breath, too, say doctors! Doctors hail amazing new mints ... BiSoDol mints. Adv. from Rochester times-union, Dec. 12, 1951, p. 61. Appl. author: Ralph Smith. © 12Dec51; KK71440.

Millions with stomach distress have bad breath too, say doctors. Take new BiSoDol chlorophyll mints, the only anti-acid ... Adv. from Binghamton press, Binghamton, N. Y., Dec. 12, 1951, p. 14. Appl. author: Ralph Smith. © 12Dec51; KK71713.

New green magic Chlorophyll toothpaste. New Kolynos toothpaste with Chlorophyll. Adv. © 4Mar52; KK73729.

Sensational introductory offer, new green magic Chlorophyll toothpaste. New Kolynos toothpaste with Chlorophyll. Adv. from the Binghamton press, Mar. 11, 1952, p. 14. © 11Mar52; KK73730.

WHITLOCK MANUFACTURING COMPANY ©.

Standard steel chlorine vaporizer for converting liquid chlorine to dry vapor. Sheet. Appl. author: A. J. Jackson. © The Whitlock Manufacturing Co.; 18Feb52; KK73628.

WHITMAN (STEPHEN F.) AND SON, INC. ©.

Easter Sunday, April 13. Here's how I remember. Why don't you? Dick Powell. Whitman's chocolates. (Confectionery) Adv. from the Saturday evening post, Mar. 29, 1952, p. 18. Appl. author: Ward Wheelock Co. © 29Mar52; KK72282.

He remembered, why don't you? Betty Hutton. Whitman's Sampler chocolates & confections. Adv. from the Saturday evening post, May 31, 1952. Appl. author: Ward Wheelock Co. © 31May52; KK74429.

Here's how I remember! Why don't you? Whitman's sampler chocolates & confections. (Robert Taylor) Adv. from the Saturday evening post, Jan. 5, 1952. Appl. author: Ward Wheelock Co. © 5Jan52; KK70756.

Here's how I remember Christmas. Why don't you? Bob Crosby. (Confectionery) Adv. from the Saturday evening post, Dec. 22, 1951. Appl. author: Ward Wheelock Company. © 22Dec51; KK69631.

Mother's Day, Sunday, May 11. Remember mother with a Whitman's Sampler. (Confectionery) Adv. from the Saturday evening post, May 3, 1952. Appl. author: Ward Wheelock Co. © 3May52; KK74430.

Rare fruits, crisp nuts, choice creams; the world's costliest centers, yours in your Whitman's Sampler. (Confectionery) Adv. from the Saturday evening post, Mar. 1, 1952. Appl. author: Ward Wheelock Co. © 1Mar52; KK72281.

Remember Valentine's Day, Feb. 14th. Whitman's chocolates. (Elizabeth Taylor) Adv. from the Saturday evening post, Feb. 2, 1952. Appl. author: Ward Wheelock Co. © 2Feb52; KK70757.

WHITNEY AND COMPANY ©.

Salmon seasoned with salt. Contents 1 pound. Label. Appl. author: Ridgeway Lithograph Co. © 9Jan52; KK72660.

WHITTIER PUBLISHING COMPANY ©.

Look on the next two pages. Starts tomorrow in the Whittier News and every Saturday thereafter. Money Monday. (Household items, furniture, clothing) Adv. from the Whittier shopper, Whittier, Calif., Feb. 1, 1952, p. 11-13. Appl. author: J. Cowell Davis. © 1Feb52; KK72634.

VIDDIFIELD, ALBERT E.

Again in 1951, more dealers report Sunbeam Shavemaster their best seller than any other shaver. KK72335 ... SEE Sunbeam Corporation.

Closer, cleaner, faster shaves have made Sunbeam Shavemaster the best selling electric shaver in '51. KK72327. SEE Sunbeam Corporation.

Give him the one men like best: Sunbeam Shavemaster ... KK72329. SEE Sunbeam Corporation.

New Sunbeam Mixmaster, model 10 automatic. Only the new Sunbeam Mixmaster. Lighter, higher, finer-textured cakes. KK69573. SEE Sunbeam Corporation.

Now, the sensational new Sunbeam steam or dry Ironmaster. KK72332. SEE Sunbeam Corporation.

Only Sunbeam Shavemaster has the twice-as-wide shaving head ... KK72334. SEE Sunbeam Corporation.

Only the new Sunbeam Mixmaster model 10 gives you all these advantages. KK72326 ... SEE Sunbeam Corporation.

Only the Sunbeam toasts with radiant control. KK72325 ... SEE Sunbeam Corporation.

Sunbeam automatic Coffeemaster is your assurance of a perfect cup of coffee every time. KK72328. SEE Sunbeam Corporation.

Sunbeam Shavemaster has the bigger, single, smooth head ... KK72330. SEE Sunbeam Corporation.

WILBUR and Williams Company.

The bakery paint guide. KK69047. SEE Pfening (Fred D.) Company.

WILBUR-ELLIS COMPANY ©.

Southern Seas brand distributed by Wilbur-Ellis Co. Frozen fresh boneless swordfish steaks. Label. Appl. author: Herbert Heidinger. © 1Jan52; KK71774.

WILCO COMPANY ©.

Bif garden spray. Net contents 1 pint. (Insecticide) Label. © 3Mar52; KK71283.

Bif red bait pellets kills snails and slugs. Does not contain arsenic. Label. © 7Apr52; KK72317.

Wilco pep-tone engine life. Net contents one U. S. pint, 16 fl. ozs. (Motor conditioning lubricant to be used as fuel additive) Label. © 12Feb52; KK70477.

WILCO COMPANY. SERVICE STATION SUPPLY DIVISION ©.

Service Station Supply merchandiser. Nov. 1951. 8 p. © 1Nov51; KK69041.

Dec. 1951. 8 p. © 1Dec51; KK69040.

Jan. 1952. 8 p. © 31Dec51 (in notice: 1952); KK69100.

Feb. 1952. 8 p. © 1Feb52; KK70218.

Mar. 1952. 8 p. © 1Mar52; KK71997.

Apr. 1952. 8 p. © 1Apr52; KK72318.

May 1952. © 1May52; KK73007.

June 1952. 8 p. © 1Jun52; KK74696.

WILCOX, CRITTENDEN AND COMPANY, INC. ©.

Sailboat fittings available here. Use sea-seasoned marine equipment on your boat. A dependable fitting for every purpose. Sheet. © 16Apr52; KK73134.

Wilcox-Crittenden outboard fittings with suggested steerer and throttle hook-ups. Use sea-seasoned marine equipment on your boat. Sheet. © 16Apr52; KK73135.

WILKINS, RALPH R.

Greatest advance in eye safety since the invention of goggles. Bring clear, safe vision to your workers with K-Lens-M, the modern liquid method for thorough cleaning & anti-fogging of glass or plastic. KK69414. SEE Wilkins Company, inc.

WILKINS COMPANY, INC.

Greatest advance in eye safety since the invention of goggles. Bring clear, safe vision to your workers with K-Lens-M, the modern liquid method for thorough cleaning & anti-fogging of glass or plastic. Folder. Appl. author: Ralph R. Wilkins. © The Wilkins Co., inc.; 1Jan52; KK69414.

WILL, WALTER DON.

Engineering guide for the proper application of Anderson Hi-ef purifiers. KK69330. SEE Anderson (V. D.) Company.

Extracting vegetable oils with Expellers, solvent, Exsolex process. KK68752. SEE Anderson (V. D.) Company.

WILLBAR TABS COMPANY.

A valuable aid in conquering the tobacco habit. Willbar Tabs. (Medicinal tablets) Sheet. © The Willbar Tabs Co.; 31Jul51; KK71030.

Willbar Tabs, a valuable aid in conquering the tobacco habit. (Medicinal tablets) Label. © The Willbar Tabs Co.; 31Jul51; KK71029.

WILLIAMS, JOHN.

Step ahead with the Norman Three-Sixty, the finest in overhead gas heating. KK69732. SEE Norman Products Company.

Take 'em out to the ball game. KK73144. SEE Kelly and Lamb.

WILLIAMS, ROGER F.

Sure. KK69678. SEE Williams Distributing Company.

WILLIAMS DISTRIBUTING COMPANY ©.

Sure. (Air entraining ad-mix for concrete) Label. Appl. author: Roger F. Williams; 10Jan52; KK69678.

WILLIAMSON, GEORGE L.

Electrical contact materials. KK74447. SEE Gibson Electric Company.

WILLYS-OVERLAND MOTORS, INC. ©.

Service news. (Motor cars) Folder. Appl. author: L. D. Van Auken. v. 1, no. 1. © 26Oct51; KK69056. v. 1, no. 2. © 14Nov51; KK69055.

WILSON (A. L.) CHEMICAL COMPANY ©.

Stain removal selector chart for cleaners, launderers, rug cleaners. Sheet. © 10Feb52; KK74559.

WILSON, BYRON FREDERICK ©.

Tool No. 100. A line drawing out showing how tools and gages are used. (Typewriter) Sheet. © 20May52; KK74490.

WILSON, CLIFTON T.

Bulk pak ice cream. KK74270. SEE Sutherland Paper Company.

Fine shirt finishing for the American aristocrat. KK72466. SEE Sutherland Paper Company.

Fresh as an ocean breeze. KK72468. SEE Sutherland Paper Company.

Look up, and enjoy that glorious feeling. Dress up. KK72467. SEE Sutherland Paper Company.

Mrs. Smith's "Mello-Rich" pie. KK69649. SEE Sutherland Paper Company.

New Plastaplates. KK72868 ... SEE Sutherland Paper Company.

New sturdy, waterproof, greaseproof Plastaplates. KK72867. SEE Sutherland Paper Company.

To add to your smart appearance.

KK72469. SEE Sutherland Paper Company.

You'll enjoy that carefully groomed look. KK72470. SEE Sutherland Paper Company.

Your shirt sir, crisp, clean, sparkling. KK72471. SEE Sutherland Paper Company.

WILSON, George W., d.b.a. Wilson's Service. SEE Wilson's Service.

WILSON, ROBERT M.

Outboard motor shear pin chart, 1952. KK72417. SEE Dare Products, inc.

WILSON, HAIGHT AND WELCH, INC.

Cotton is king in fine Parsons papers. KK71097. SEE Parsons Paper Company.

For America's prosperous farmers, special types of insurance. KK69779. SEE Security Insurance Company of New Haven.

Inflation makes more insurance essential. KK72340. SEE Security Insurance Company of New Haven.

It pays to pick Parsons papers. KK71113. SEE Parsons Paper Company.

King Cotton guards your records. KK70072. SEE Parsons Paper Company.

Papers and index cards that wear better and last longer. KK68973. SEE Parsons Paper Company.

Parsons careful processing and new cotton fibers make these fine papers your best buy. KK69715. SEE Parsons Paper Company.

WILSON'S SERVICE.

Gem poultry tonic, the genuine, for prevention of blood sucking parasites and common worms in poultry ... Contents 6 fluid ounces. Label. © Geo. W. Wilson, d.b.a. Wilson's Service; 25Feb52; KK71685.

WILTSE, DONALD.

Blue Diamond cement paint for finishing exterior stucco, concrete block and brick. KK72863. SEE Blue Diamond Corporation.

WINDLE, Eileen Cortney, V. Dewey Windle and Charles McManus, a partnership comprising Eileen Cortney Company. SEE Cortney (Eileen) Company.

WINDLE, V. Dewey, Eileen Cortney Windle and Charles McManus, a partnership comprising Eileen Cortney Company. SEE Cortney (Eileen) Company.

WINK NEEDLE THREADER COMPANY ©.

Instructions for Wink Needle Threader salesmen showing parts, construction, operation. 4 p. Appl. author: Julian S. Kahn. © 4Feb52; KK71753.

Wink declares war on lost time, on shattered nerves, on strained eyesight. (Needle threaders) Folder. Appl. author: Julian S. Kahn. © 4Feb52; KK71755.

WINKLEY, J. W.

Who will it be? KK74575. SEE Traynor, Jack.

WINNETT, VERNON.

18 delicious dessert and party recipes. KK72831. SEE Borden Company.

WINSTON, ARTHUR A.

Giant spring 1952 model catalog cno. 25. KK72187. SEE Mod-Aid Agency, inc.

WINTHROP-STEARN, INC. ©.

Small patients with small noses, small sinuses and large ostia. Neo-Synephrine hydrochloride. (Pharmaceutical preparation) Folder. © 28Dec51; KK70137.

WIPRUD, ROLF.

Bang's ice cream, butter pecan. KK73967. SEE Marathon Corporation.

Bang's ice cream, chocolate marshmallow. KK73969. SEE Marathon Corporation.

Bang's ice cream S. V. P. KK73966. SEE Marathon Corporation.

Bang's ice cream, vanilla. KK73968. SEE Marathon Corporation.

Creamland farm fresh butter. KK74828. SEE Creamland Dairies, inc.

Creamland flavorful chocolate ice cream. KK74826. SEE Creamland Dairies, inc.

Creamland flavorful strawberry ice cream. KK74827. SEE Creamland Dairies, inc.

Creamland flavorful vanilla ice cream. KK74825. SEE Creamland Dairies, inc.

WIRTHLIN, RAY.

Giz-Mow power mower. KK73731. SEE Giz-Mow, Incorporated.

WISCHERATH, LAMBERT J.

Buflovak evaporators for every industrial use. KK69475. SEE Blaw-Knox Company. Buflovak Equipment Division.

WISCONSIN ADVERTISING SERVICE ©.

How to get more cleaning power for your money. Soft water washes clothes cleaner at less cost. (Water softeners) Folder. © 15Oct51; KK69425.

How water helps hogs grow faster, by J. E. Briggs. Planning your water system for maximum profit for feed invested. (Water pumps) Pamphlet. © 10Oct51; KK69421.

It takes water to produce eggs and meat. Planned water as a key to bigger, healthier birds and greater egg production, by G. E. Annin. (Water pumps) Pamphlet. © 10Oct51; KK69423.

Making water pay dividends in the dairy barn and the milk house, prepared with the technical assistance of James W. Crowley and R. P. Niedermeier. (Water pumps) Pamphlet. © 10Oct51; KK69424.

Planned watering for greater yields in the garden, by John H. MacGillivray and C. N. Johnston. Watering pays off in the garden. (Water pumps) Pamphlet. © 10Oct51; KK69422.

Soft water on the farm. Soft clean running water pays for itself. (Water softeners) Pamphlet. © 15Aug51; KK69426.

Water. Soft, grand, delicious. Soft water makes such a difference. You get working suds with soft water. (Water softeners) Folder. © 15Sep51; KK69427.

Your future with soft water. Take a glass of water from your faucet. Compare it with a glass of really soft water. (Water softeners) Pamphlet. © 8Dec50; KK69428.

WISCONSIN WATCHMAKERS ASSOCIATION ©.

Licensed 1951 member, Wisconsin Watchmakers Association. (Membership plaque) Poster. Appl. author: Richard R. Meissner. © 20Jun51; KK69018.

WISE (WM. H.) AND COMPANY, INC. ©.

From A to Z, the most complete information on the sport of fishing ever packed into one book. A whooper of a buy. The wise fishermen's encyclopedia. Adv. from Sports afield, fishing annual 1952, p. 120. Appl. author: Fred C. Breisemeister. © 17Jan52; KK74796.

WISH, MILTON.

How to keep cut flowers fresh. Allan's flowers. Fine bulbs for spring gardens. KK69571. SEE Wish Printed Advertising.

Radio-TV time contract chart. KK69274. SEE Wish Printed Advertising.

WISH PRINTED ADVERTISING ©.

How to keep cut flowers fresh. Allan's flowers. Fine bulbs for spring gardens. Card. Appl. author: Milton Wish. © 10Dec51; KK69571.

Radio-TV time contract chart. KLRA, Little Rock. (Radio advertising) Card. Appl. author: Milton Wish. © 10Nov51; KK69274.

WITHROW, ARTHUR C.

A lubrication masterpiece, Withrows 3V3. KK74345. SEE Withrow (Arthur C.) Company.

A lubrication masterpiece, Withrows 3V3. (Motor oil) Folder. Appl. author: Arthur C. Withrow. © 21Jan52 (in notice. 1951); KK74345.

WOITA, RAY.

Frozen dessert. Chocolate. One pint liquid. KK71696. SEE Marathon Corporation.

Frozen dessert. Pineapple. One pint liquid. KK71695. SEE Marathon Corporation.

Frozen dessert. Strawberry. One pint liquid. KK71697. SEE Marathon Corporation.

Frozen dessert. Vanilla. One pint liquid. KK71694. SEE Marathon Corporation.

Isaly's bulk ice cream. KK70806. SEE Isaly Dairy Company.

Isaly's Hostess ice cream. KK69510 ... SEE Isaly Dairy Company.

Isaly's vanilla ice cream. K69511 ... SEE Isaly Dairy Company.

Isaly's White House ice cream. KK69992. SEE Isaly Dairy Company.

WOLD, CHESTER RAY.

Better malleable by modern methods. KK69011. SEE Auto Specialties Manufacturing Company.

WOLF, LEO,

Distinctive beauty in plastics. KK71342. SEE Republic Molding Corporation.

Fresh food always, when stored in Polly-Flex products. KK74432. SEE Republic Molding Corporation.

Republic Polly-Flex all-flexible canisters. KK71345. SEE Republic Molding Corporation.

Republic Polly-Flex decanters. KK71344. SEE Republic Molding Corporation.

Republic's Polly Flex tumblers. KK71343. SEE Republic Molding Corporation.

This is your door opener for bigger profits. KK74672. SEE Republic Molding Corporation.

WOLFF (M.) AND SONS ©.

Wolff's Spanish olives. Jar no. 5. Label. Appl. author: Richard H. Wolff. © 17Feb52; KK70886.

WOLFF, MELVILLE L. and Sanford Becker, d.b.a. Melaire Distributing Company. SEE Melaire Distributing Company.

WOLFF, RICHARD H.

Wolff's Spanish olives. KK70886. SEE Wolff (M.) and Sons.

WOLNER, HERBERT ©.

Train-Rite table mats. Children's character rules. Label. © 15Dec51; KK71349.

Train-Rite table mats. Children's party rules. Label. © 15Dec51; KK71350.

Train-Rite table mats. Children's table rules. Label. © 15Dec51; KK71347.

Train-Rite table mats. Personal virtues. Label. © 15Dec51; KK71348.

WOOD CONVERSION COMPANY ©.

A concentrated program to furniture retailers ... to help you sell more Tufflex in 1952. (Cellulose cushion padding) Folder. Appl. author: Buchen Co. © 9May52; KK73939.

More beauty, comfort, quiet with Nu-Wood tile. Folder. Appl. author: The Buchen Co. © 6Jun52; KK74378.

We will be looking in a million places to help you build your 1952 Tufflex sales! (Cellulose cushion padding) Folder. Appl. author: Buchen Co. © 9May52; KK73941.

We're going calling to help you wake up prospects among the manufacturers of sleeping equipment. Tufflex. (Cellulose cushion padding) Folder. Appl. author: Buchen Co. © 9May52; KK73940.

Which insulation is best for your home? (Balsam Wool sealed insulation) Folder. Appl. author: The Buchen Co. © 23May52; KK74178.

Your selling efforts supported by 4 points that point to bigger Tufflex sales in 1952! (Cellulose cushion padding) Folder. Appl. author: Buchen Co. © 9May52; KK73917.

WOODBURY CHEMICAL COMPANY ©.

Missouri farm liquid fertilizer. 7-14-7 concentrate. Label. © 14Feb52; KK70469.

WOODRUFF, WALTER LACY ©.

Ask for these stamps where you buy. (Jewelry) 24 p. © 15Oct51; KK69007.

WOODWARD, WILLIAM W.

For assured packaging specify corrugated boxes by the Fairfield Paper & Container Co. KK69084. SEE Fairfield Paper and Container Company.

WOOLWORTH (F. W.) COMPANY ©.

Herald Square economy package. 300 mounties photo corners. Label. © 18Jan52; KK69814.

WOOSTER, JOHN D.

Choose the right point for the way you write KK73875 ... SEE Esterbrook Pen Company.

Easier, clearer writing for your office. Esterbrook 444 desk pen set. KK70841. SEE Esterbrook Pen Company.

For Christmas give an Esterbrook with the point you know they're sure to like. KK70840 ... SEE Esterbrook Pen Company.

Needs ink only 4 times a year in normal desk use. KK70895 ... SEE Esterbrook Pen Company.

No ink-stained fingers with this desk pen. KK73529 ... SEE Esterbrook Pen Company.

Remember Esterbrook 444 next time your desk pen runs dry. KK70839. SEE Esterbrook Pen Company.

WORD, LAURENCE C.

Han-D-Pak products. Stemless chili powder. KK71063. SEE Han-D-Pak Products, inc.

WORTHINGTON CORPORATION ©.

Horizontal duplex power pumps. 4-inch stroke type KDS; 6-inch stroke type KHS and KIS. (Machinery) Folder. © 23Apr52; KK74156.

WORTHINGTON PUMP AND MACHINERY CORPORATION ©.

Worthington centrifugal pumps. Type UHD three stage. Bulletin W-318-B22. (Machinery) Sheet. © 30Jan52; KK70372.

Worthington 3QP sump pump. Bulletin W-317-B15B. Folder. © 1Feb52; KK70136.

WORUMBO MANUFACTURING COMPANY ©.

Dior's newest Cavalier in Worumbo's pure wool flannel. (Wool fabric) Adv. from Harper's bazaar, Mar. 1952, p. 101. © 3Mar52; KK70919.

Polo cloth, the most luxurious of camel's hair fabrics. Adv. from Harper's bazaar, Feb. 1952, p. 91. © 1Feb52; KK70330.

Wonderful Worumbo woollens. Crisp, light-weight Worumbo tweed ... Adv. from Vogue, Mar. 15, 1952. © 12Mar52; KK71231.

Worumbo's pure wool flannel in a lean, elegant suit by Frechtel. (Wool fabric) Adv. from Vogue, Mar. 1, 1952, p. 84. © 29Feb52; KK70914.

WRIGHT, JUD.

Life on all fronts. Sketched notes to post your chatter. KK72682. SEE Allen (T. V.) Company.

WRIGHT, STANLEY M.

Suggestions for fishing with Miracle Minnows. KK70834. SEE Wright & McGill Company.

Wide bend Eagle Claw hooks. KK74808 ... SEE Wright and McGill Company.

You'll catch more fish with Wright & McGill tackle. KK74374. SEE Wright and McGill Company.

WRIGHT AND MCGILL COMPANY ©.

Cast farther, easier with a Wright & McGill Fre-Line reel for spinning & casting. (Fishing reel) Sheet. Appl. author: Karl E. Gerarden. © 24Mar52; KK72001.

Catch more fish with genuine American-made Wright & McGill Eagle Claw snelled hooks. Adv. from Sports afield, Feb. 1952, p. 65. Appl. author: Felix Pogliano, Jr. © 15Jan52; KK71088.

Dependable solid glass casting and spinning rods. The world's best. No other glass rods have these features. (Fishing rods) Folder. Appl. author: Andrew D. McGill. © 29Apr52; KK73003.

Flasher minnow the Streamliner spoon. (Artificial fishing lures) Sheet. Appl. author: Karl E. Gerarden. © 16Apr52; KK72692.

Here's an extra salesman at no cost to you! (Fishing tackle) Folder. Appl. author: Felix Pogliano. © 21Apr52; KK73531.

WRIGHT AND MCGILL COMPANY ©.

Cont'd.

Remember me? I'm Wright & McGill's mysterious Mr. Right. (Fishing tackle) Card. Appl. author: Felix Pogliano. © 19May52; KK74491.

Suggestions for fishing with Miracle Minnows. (Artificial fishing lures) Sheet. Appl. author: Stanley M. Wright. © 20Feb52; KK70834.

Wide bend Eagle Claw hooks. (Fish hooks) Sheet. Appl. author: Stanley M. Wright. © 26May52; KK74808.

Wide bend Eagle Claw hooks. They hook and hold. (Fish hooks) Poster. Appl. author: Stanley M. Wright. © 26May52; KK74809.

Wright and McGill Eagle Claw fish hooks. Folder. Appl. author: Karl E. Gerarden. © 6Feb52; KK70150.

Wright & McGill news. (Fishing tackle) 4 p. Appl. author: Felix Pogliano. Mar. 1952. © 10Mar52; KK72232.

You'll catch more fish with Wright & McGill tackle. (Fishing tackle) Adv. from Empire magazine, June 8, 1952, p. 34. Appl. author: Stanley M. Wright. © 8Jun52; KK74374.

X

X LABORATORIES, INC. ©.

X automotive products. (Preparations for stopping leaks ...) 16 p. Appl. authors: Edward R. Tolfree and Edgar S. Giles. © 22Apr52; KK74241.

Y

YAKIMA COUNTY HORTICULTURAL UNION ©.

Dear Lady. You'll sure love our Bartlett pears. Label. Appl. author: Frank Verne Twist. © 10Jan52; KK69373.

YAKIMA VALLEY GRAPE GROWERS ASSOCIATION ©.

Apple Jill. Pure northwest apple juice. Label. Appl. author: Charles D. McGuinness. © 15Oct51; KK74669.

Twin Peaks brand Washington State apple juice. Contents 1 qt.; 14 fluid oz. Label. Appl. author: Charles D. McGuinness. © 1Jun51; KK69048.

Twin Peaks brand Washington State pure Concord grape juice. Contents 1 qt.; 14 fluid oz. Label. Appl. author: Charles D. McGuinness. © 1Jun51; KK69049.

YALE-NASH COMPANY.

Greatest guaranteed power mower value ever offered. 21 pc. de luxe Yale-Nash power-king rotary mower and lawn & garden care set. Adv. from the Kansas City star. © Marvin Katz, Ellis G. Bradley, Alvin M. Bradley and A. Barton Brodkey, d.b.a. Yale-Nash Co.; 4May52; KK73087.

YARN-APART COMPANY, INC. ©.

Yarn-Apart for argyle and pattern knitting with the light flexible clear vision tubing. (Knitting device) Label. Appl. author: Katherine M. Giblin. © 21Jun51; KK71811.

Yarn-Apart for argyle and pattern knitting with the light, flexible, clear vision tubing to keep your yarn apart. (Knitting device) Sheet. Appl. author: Katherine M. Giblin. © 15Jun51; KK71810.

YELLOWSTONE, INC. ©.

Eleven distinctive ways to enjoy a truly great bourbon. Yellowstone. (Bourbon whiskey) Folder. Appl. author: James T. Cunningham. © 25Feb52; KK70940.

The making of sour mash whiskey. Yellowstone. 47 p. Appl. author: James T. Cunningham. © 25Feb52; KK70939.

YORMARK, NATHAN.

Priced amazingly low for quantity users. KK72640. SEE Al-Co Watch Company.

YOUNG, FRED ALLEN ©.

Go: no water hand cleaner. Contains lanolin for the protection of your hands. Net weight 2 lbs. Label. © 8Mar52; KK72233.

YOUNG, GILBERT G.

Flap-jacks. Chocolate pecans and caramel. KK73524. SEE Brecht Candy Company.

Western hospitality chocolates. KK70029. SEE Brecht Candy Company.

YOUNG (RICHARD) COMPANY ©.

Indian brave. (Leather) Label. © 8Feb52; KK70475.

YOUNG, SAMUEL CRAWFORD.

Now, feed Dr. Ballard's exclusively. KK71720. SEE Dr. Ballard's Animal Foods, Ltd.

YOUNG (W. T.) FOODS, INC. ©.

Big Top crunchy style peanut butter. Net wt. 11 oz. Label. Appl. author: Dudley Cope. © 30Dec51; KK69716.

YOUNG AND RUBICAM, INC.

Add thrilling solo effects to your piano music ... Solovox offers an amazing variety of instrumental effects that blend beautifully with piano. KK72524. SEE Hammond Instrument Company.

A-h-h-h-h-h! Who said that? KK69854. SEE Bostonian Shoes.

Any storage problems? KK73762. SEE Lane Company.

Anyway you didn't burn the Schlitz. KK73772. SEE Schlitz (Jos.) Brewing Company.

As only life reports it. KK70727. SEE Time, Inc.

Ask the doctors. New Babybeauty mattress voted unsurpassed. KK69131. SEE Simmons Company.

At last, nylons a gal can trust. KK72712 ... SEE Cannon Mills, Inc.

Babybeauty top-rated by 8 out of 10 doctors. KK69852. SEE Simmons Company.

Beat housing headaches. Two rooms for one for less than \$250. Only Simmons makes Hide-A-Bed. KK69132. SEE Simmons Company.

Beautiful new Duo-Therm home heater at an old-fashioned low price. KK69119. SEE Motor Wheel Corporation. Duo Therm Division.

Before you buy, find out why: in the world of church music the Hammond organ continues to lead. KK69068 ... SEE Hammond Instrument Company.

Before you buy, find out why, more than 27,000 churches have chosen the Hammond organ. KK70517. SEE Hammond Instrument Company.

Betcha Birds Eye tastes better than anything. KK74642. SEE General Foods Corporation.

Blood is flowing, too much of theirs, too little of ours. KK70512. SEE Time, Inc.

Brand new cereal with a brand new taste. KK74629. SEE General Foods Corporation.

Brand-new fruit juice thriller! KK70722. SEE General Foods Corporation. Birds Eye Snider Division.

But where are the patients? KK73791. SEE Time, Inc.

Can you guess which are poisons? KK73341. SEE Parke, Davis and Company.

Cannon nylons do something for my legs, says the Cannon go-girl. KK69074 ... SEE Cannon Mills, Inc.

Choose your favorite, then start hinting! KK70419. SEE Lane Company.

The Christmas gift that gathers more gifts, a Lane cedar chest. KK69060. SEE Lane Company.

Come and visit our brewery any week-day, including Saturday. Schlitz. KK69076. SEE Schlitz (Jos.) Brewing Company.

The comfort of home for your homes on wheels. Trailers have come into their own. KK72546. SEE Motor Wheel Corporation. Duo-Therm Division.

Delicious eatin', can't be beaten, Birds Eye, rah! KK70523 ... SEE General Foods Corporation. Birds Eye Snider Division.

Does she speak for every child? KK73781. SEE Time, Inc.

Don't just get rest -- get Beautyrest! KK73564. SEE Simmons Company.

Don't tread on me! KK70726. SEE Time, Inc.

Eat like spring all winter, with Birds Eye. KK74641. SEE General Foods Corporation.

Either way, better rest for you. Beautyrest now in two different models. KK69133. SEE Simmons Company.

Every Schlitz wholesaler knows that he has something else on tap in addition to the beer that is first in sales in the U. S. A. KK72533. SEE Schlitz (Jos.) Brewing Company.

Excitement for Columbus teen-agers. They choose their favorite International sterling ... KK69058. SEE International Silver Company.

Extra-value heaters, styled to warm your heart. This space reserved for your new work-free, dirt-free Duo-Therm. KK69117. SEE Motor Wheel Corporation. Duo Therm Division.

Extra-value home heaters, styled to warm your heart. KK70500. SEE Motor Wheel Corporation. Duo Therm Division.

Facts about Schlitz. We are not especially proud of our size ... KK69122. SEE Schlitz (Jos.) Brewing Company.

Family reunion. KK69853. SEE Cannon Mills, Inc.

Feller, Musial, Williams ... According to Ty Cobb, which two are the only great ballplayers? KK73790. SEE Time, Inc.

Figuratively speaking, there's no sweeter music than the tinkling of empties ... KK73769. SEE Schlitz (Jos.) Brewing Company.

Fireman save my Petri wine. KK70506. SEE Petri Wine Company.

YOUNG AND RUBICAM, INC. Cont'd.

1st in taste, 1st in sales. KK70420
... SEE Schlitz (Jos.) Brewing Company.

First with Birds Eye, chopped broccoli! KK70723. SEE General Foods Corporation. Birds Eye Snider Division.

For anybody, and everybody who hasn't enough room. KK73768. SEE Simmons Company.

For lasting usefulness and beauty, nothing quite matches a gift of International sterling. KK70514. SEE International Silver Company.

For perfect taste, Birds Eye. KK74643. SEE General Foods Corporation.

Free, the new handy mixer for Birds Eye orange juice. KK74640. SEE General Foods Corporation.

Get a delicious whiff of this. KK70516. SEE Hunts Foods, Inc.

Give a Solovox, the gift that makes any piano more fun! KK72534. SEE Hammond Instrument Company.

Greetings from Birds Eye to all our good friends at the Florida State Retail Grocers' Convention. KK72713. SEE General Foods Corporation. Birds Eye Snider Division.

Greetings from Birds Eye to all our good friends at the Oklahoma Retail Grocers' Association convention. KK70521. SEE General Foods Corporation. Birds Eye Snider Division.

Greetings from Birds Eye to all our good friends in ... KK72541. SEE General Foods Corporation. Birds Eye Snider Division.

Here's a message from Milwaukee. KK72715. SEE Schlitz (Jos.) Brewing Company.

Here's an instrument that is really designed for those who want to play without taking lessons. KK69857. SEE Hammond Instrument Company.

Here's one I can understand. KK73775. SEE Schlitz (Jos.) Brewing Company.

Home pianists, add thrilling solo effects to your piano music. KK69067. SEE Hammond Instrument Company.

Hottest news in cold cereals. KK74635. SEE General Foods Corporation.

How easy to make a room colorful with Cannon sheets. KK73786. SEE Cannon Mills, Inc.

How to join the world's happiest fraternity ... KK73771. SEE Schlitz (Jos.) Brewing Company.

How would you explain the action of sulfonamides on bacteria? KK73343. SEE Parke, Davis and Company.

Hurray! An exciting new juice! KK70724. SEE General Foods Corporation. Birds Eye Snider Division.

I thought I was his favorite. KK73753. SEE Schlitz (Jos.) Brewing Company.

I wasn't born with a silver spoon in my mouth ... International sterling ... KK69066. SEE International Silver Company.

I'm changing to Windex spray, says Mrs. Elizabeth Carr, Dallas, Texas. KK70718. SEE Drackett Company.

In a way, the familiar birthday candles represent the most important and most gratifying advance of our times. KK73342. SEE Parke, Davis and Company.

International sterling. KK69861 ... SEE International Silver Company.

It has to be fine to be first in sales. KK69126 ... SEE Schlitz (Jos.) Brewing Company.

It really makes a difference. KK73779. SEE Procter and Gamble Company.

Jolly new cereal with magic sugar coat. KK74631 ... SEE General Foods Corporation.

Knowing that Schlitz beer is first in sales in the U. S. A. ... KK69125. SEE Schlitz (Jos.) Brewing Company.

Let's break the bottleneck. Let's face it, the furniture business is the replacement business. KK73766. SEE Simmons Company.

Let's get together at the convention! We have lots of things we want to talk over with you ... KK72542. SEE General Foods Corporation. Birds Eye Snider Division.

A lifetime of beautiful music, yours for \$1285. KK69070 ... SEE Hammond Instrument Company.

Look for this star, says Fluffy, the northern cub. KK69859. SEE Northern Paper Mills.

Low-cost automatic heat with a high-styled home heater. KK69273. SEE Motor Wheel Corporation. Duo-Therm Division.

Make way for the new Bostonians. KK69855. SEE Commonwealth Shoe and Leather Company.

Miss America says: Every girl needs a cedar chest to guard her precious things. KK73763. SEE Lane Company.

Mom always says, and thank goodness for Birds Eye vegetables! KK70524. SEE General Foods Corporation. Birds Eye Snider Division.

Mom's pride and joy, Birds Eye! KK70520. SEE General Foods Corporation. Birds Eye Snider Division.

Need more space? KK73767. SEE Simmons Company.

Need more storage space? See how much you can keep in a Lane cedar chest. KK69061. SEE Lane Company.

New, a Duo-Therm trailer heater that brings furnace-type comfort to trailer homes. KK73761. SEE Motor Wheel Corporation. Duo Therm Division.

New and beautiful furniture that fills your house with heat. Duo-Therm, always the leader. KK69120. SEE Motor Wheel Corporation. Duo Therm Division.

New and wonderful, Birds Eye chopped broccoli! KK70720. SEE General Foods Corporation. Birds Eye Snider Division.

New, brand new cereal with a brand new taste. KK74628. SEE General Foods Corporation.

New, different breakfast cereal. KK74630. SEE General Foods Corporation.

New Duo-Therm Model 530, trailer heater. KK73760. SEE Motor Wheel Corporation. Duo Therm Division.

New. Firelight front Duo-Therm gas home heater. KK69272. SEE Motor Wheel Corporation. Duo-Therm Division.

New! For thrifty meals! Birds Eye chopped broccoli! KK70719. SEE General Foods Corporation. Birds Eye Snider Division.

New, low-cost oil or gas heaters that beautify your home. KK69118 ... SEE Motor Wheel Corporation. Duo Therm Division.

New Post's Corn-fetti. KK74632 ... SEE General Foods Corporation.

New; this dream-come-true for her Christmas. 1847 Rogers Bros. KK69065. SEE International Silver Company.

Next comes his Petri wine. KK70507. SEE Petri Wine Company.

No wonder Schlitz wholesalers are happy wholesalers, year after year after year. KK69075. SEE Schlitz (Jos.) Brewing Company.

Not just 2 or 3 place settings, but a complete service for 8 in 1847 Rogers Bros. KK73784. SEE International Silver Company.

Now add an extra room without adding an inch of space. KK72714. SEE Simmons Company.

Now, two ways to get better rest! KK69851. SEE Simmons Company.

Now we play the violin, cello and saxophone on our Solovox. KK69858. SEE Hammond Instrument Company.

Now's the time for Jell-o. KK73565. SEE General Foods Corporation. Associated Products Division.

Now's the time for Jell-o; gelatin dessert. KK74636 ... SEE General Foods Corporation.

On TV every Friday night: Schlitz Playhouse of Stars ... The beer that made Milwaukee famous. KK72537. SEE Schlitz (Jos.) Brewing Company.

The only beer expert who matters is the one you see in your mirror. KK73778. SEE Schlitz (Jos.) Brewing Company.

Pedigreed grains; the foot-friendly kind, with the well-crafted Bostonian look. KK69072. SEE Bostonian Shoes.

Pick the pattern that's right for you! KK69860. SEE International Silver Company.

A pleasant interruption. KK73752. SEE Schlitz (Jos.) Brewing Company.

Presenting Wedgwood, today's most exquisite pattern in solid silver. KK73764. SEE International Silver Company.

Progress is people! KK73748. SEE Schlitz (Jos.) Brewing Company.

Prove it. Here's an organ you can play without knowing a note. KK69069. SEE Hammond Instrument Company.

Put your money on a sure thing - Cannon nylons. KK73788. SEE Cannon Mills, Inc.

Schlitz beer and the trucks that carry it have one very profitable thing in common ... KK72532. SEE Schlitz (Jos.) Brewing Company.

Schlitz salutes: Dr. Robert C. Bennett. KK69836. SEE Schlitz (Jos.) Brewing Company.

Schlitz salutes: Edward Davis ... The beer that made Milwaukee famous. KK72531. SEE Schlitz (Jos.) Brewing Company.

YOUNG AND RUBICAM, INC. Cont'd.

Schlitz salutes: Ethel Ramos Harris ... The beer that made Milwaukee famous. KK73774. SEE Schlitz (Jos.) Brewing Company.

Schlitz salutes: John C. Dancy ... The beer that made Milwaukee famous. KK73754. SEE Schlitz (Jos.) Brewing Company.

Schlitz salutes: Mr. Alexander J. Allen ... The beer that made Milwaukee famous. KK72535. SEE Schlitz (Jos.) Brewing Company.

Schlitz salutes: Mr. Euclid Taylor. KK69835. SEE Schlitz (Jos.) Brewing Company.

Schlitz salutes: Mr. Julius A. Thomas ... The beer that made Milwaukee famous. KK73777. SEE Schlitz (Jos.) Brewing Company.

Schlitz salutes: Mr. M. Stewart Thompson ... The beer that made Milwaukee famous. KK72528. SEE Schlitz (Jos.) Brewing Company.

Schlitz salutes: Mr. Noble Sissle ... The beer that made Milwaukee famous. KK73758. SEE Schlitz (Jos.) Brewing Company.

Schlitz salutes: Mr. Paul F. Jones ... The beer that made Milwaukee famous. KK72530. SEE Schlitz (Jos.) Brewing Company.

Schlitz salutes: Mr. Ralph H. Metcalfe. KK69837. SEE Schlitz (Jos.) Brewing Company.

Schlitz salutes: Mr. Roi Ottley. KK69834. SEE Schlitz (Jos.) Brewing Company.

Schlitz salutes: Mr. Ted Poston ... The beer that made Milwaukee famous. KK73776. SEE Schlitz (Jos.) Brewing Company.

Schlitz salutes: Mrs. Toki Schalk Johnson ... The beer that made Milwaukee famous. KK73773. SEE Schlitz (Jos.) Brewing Company.

Schlitz salutes: Percival Leroy Pratts ... The beer that made Milwaukee famous. KK73755. SEE Schlitz (Jos.) Brewing Company.

Schlitz salutes: the Honorable Bertha J. Diggs ... The beer that made Milwaukee famous. KK72529. SEE Schlitz (Jos.) Brewing Company.

Schlitz salutes: the Honorable Frederick S. Weaver ... The beer that made Milwaukee famous. KK72527. SEE Schlitz (Jos.) Brewing Company.

Schlitz, the beer that make Milwaukee famous. KK69123 ... SEE Schlitz (Jos.) Brewing Company.

See what \$1285 brings you, now and for the years ahead. KK69057. SEE Hammond Instrument Company.

Simmons introduces new Beautyrest mattress, Extra-Firm. KK69130. Simmons Company.

Smart squaws savum cash on Birds Eye peas, now! KK70519. SEE General Foods Corporation. Birds Eye Snider Division.

Some like vanilla, some go for chocolate. KK69129. SEE Simmons Company.

Something new and wonderful for breakfast. KK70725. SEE General Foods Corporation. Birds Eye Snider Division.

Something new to catch your eye, and hers! KK70418. SEE Mansfield Shoes.

Something to cherish all your life. Your pattern in ... International sterling. KK69059. SEE International Silver Company.

Sound way to test beer. KK69849. SEE Schlitz (Jos.) Brewing Company.

Strike up an acquaintance with Schlitz in 7 oz. bottles. KK73759. SEE Schlitz (Jos.) Brewing Company.

The summer visitors. Envious chum (May 30) KK69073. SEE Cannon Mills, inc.

Tastes so good it's America's largest seller. KK72551. SEE Schlitz (Jos.) Brewing Company.

Tells you how much, but not how good. Schlitz. KK69062. SEE Schlitz (Jos.) Brewing Company.

Thanks, Milwaukee. This familiar trade-mark stands for more than a famous brand of beer ... KK73770. SEE Schlitz (Jos.) Brewing Company.

This Christmas, give her the gift that gathers more gifts: a Lane cedar chest. KK72526. SEE Lane Company.

This is a beer lover's elbow. KK73749 ... SEE Schlitz (Jos.) Brewing Company.

This makes it a triple Christmas. KK73820. SEE Bostonian Shoes.

This season, the new U-tip. KK73821. SEE Bostonian Shoes.

This spring, it's the new U-tip. KK73563. SEE Bostonian Shoes.

This was no joke, what brought the smiles to the faces of Secretaries Acheson and Lovett? KK73780. SEE Time, inc.

This year, give a lifetime of glorious music. Truly the Hammond organ is the perfect family Christmas gift. KK72523 ... SEE Hammond Instrument Company.

This year, your eyes and feet say wine. KK70248. SEE Mansfield Shoes.

Those questions on mother's mind ... KK70511 ... SEE Personal Products Corporation.

Top brand in taste and sales. KK74482. SEE Schlitz (Joseph) Brewing Company.

27,000 churches know why the Hammond organ is the world's largest-selling church organ. KK69063. SEE Hammond Instrument Company.

Two merry reasons for giving Schlitz this Christmas. KK73757. SEE Schlitz (Jos.) Brewing Company.

Two profit-wise reasons for pushing Schlitz this Christmas. KK73756. SEE Schlitz (Jos.) Brewing Company.

Under this cap, the best Schlitz brewed in 103 years. KK69077. SEE Schlitz (Jos.) Brewing Company.

Us he-men all love Birds Eye! KK70522. SEE General Foods Corporation. Birds Eye Snider Division.

The Valentine gift that gathers more gifts! KK74528. SEE Lane Company, inc.

Walter Hampden ... See TV's brightest stars exclusively on: Schlitz Playhouse of Stars ... The beer that made Milwaukee famous. KK72539. SEE Schlitz (Jos.) Brewing Company.

We believe we've found your shoe! Perhaps you feel your shoes have been comfortable enough. KK72540. SEE Bostonian Shoes.

We catch them in the cold, cold Atlantic where the haddock grow sweetest. KK74638. SEE General Foods Corporation.

We plant and grow. KK70721. SEE General Foods Corporation. Birds Eye Snider Division.

We plant and grow only the sweetest juiciest kinds of strawberries. KK74639. SEE General Foods Corporation.

We plant the special kinds of Golden Bantam seed that grow the flavor-fullest corn! KK70526. SEE General Foods Corporation. Birds Eye Snider Division.

We prescribe Birds Eye the better buy! KK70518. SEE General Foods Corporation. Birds Eye Snider Division.

Welcome. Now you can visit ... KK69850 ... SEE Schlitz (Jos.) Brewing Company.

Welcome delegates, in great, big capital letters! We've put our welcome in capital letters for one very important reason ... KK72538. SEE Schlitz (Jos.) Brewing Company.

Welcome to Milwaukee, Mr. Ted Mack and the original amateur hour. KK69838. SEE Schlitz (Jos.) Brewing Company.

What colorful things you can do with Cannon sheets, and for so little money. KK73787. SEE Cannon Mills, inc.

What, darling? Where is the butler? KK73793. SEE Time, inc.

What happens when Life hits Atlanta? KK72545. SEE Time, inc.

What happens when Life hits Cleveland? KK73783. SEE Time, inc.

What happens when Life hits Houston? KK72543. SEE Time, inc.

What happens when Life hits Portland? KK72544. SEE Time, inc.

When your heart says "something sentimental" and your head says "something sensible", give her a Lane cedar chest for Christmas. KK70513. SEE Lane Company.

Which Paul painted this self-portrait? KK73782. SEE Time, inc.

Who knew the other Elizabeth? KK73792. SEE Time, inc.

Who's backing your January white sales on sheets? KK70527. SEE Cannon Mills, inc.

Why Beautyrest at \$69.50 is the least expensive mattress you can own! KK73747. SEE Simmons Company.

Why Cannon Combspun makes sheet music with buyers. KK69071. SEE Cannon Mills, inc.

With planes like this, and this, and this, why are we losing control of the air? KK73794. SEE Time, inc.

Worth a cheer anytime. KK73751. SEE Schlitz (Jos.) Brewing Company.

Wouldn't you pay 2¢ tonight for a better night's rest? KK73746. SEE Simmons Company.

You can decide in a matter of seconds. KK69848. SEE Schlitz (Jos.) Brewing Company.

You can hang your hat on this. KK69832. SEE Schlitz (Jos.) Brewing Company.

You can say it again, Mr. Eckhouse and Mr. Rotto. KK73785. SEE Cannon Mills, inc.

You can will these Cordovans to your grandson. KK70249. SEE Bostonian Shoes.

You have a date with the Colmans Wednesday nights ... The beer that made Milwaukee famous. KK72536. SEE Schlitz (Jos.) Brewing Company.

YOUNG AND RUBICAN, INC. Cont'd.

Young eyes, what do they see?
KK70728. SEE Time, inc.

Your eyes go underseas! KK70729.
SEE Time, inc.

Your feet would pay twice what these
shoes cost you! KK73566. SEE
Bostonian Shoes.

Z

ZALE, Sophie and Harry Forsberg, d.b.a.
H. Forsberg Company. SEE Forsberg
(H.) Company.

ZALOOM, JOSEPH A.

The gift of good taste. Bake-O-Nuts.
Cashews, mixed nuts, pistachios.
Rare taste begins here. KK69379.
SEE Bake-O-Gifts, inc.

ZAMBOLE, Nicholas M. and William P.
Spencer, d.b.a. U. S. Book Covers.
SEE U. S. Book Covers.

ZAUSNER, NAT.

Face powder. KK70920. SEE Holly-
wood Backstage Company.

ZEILER, NORMAN.

A Main Street exclusive, completely
reversible. KK71263. SEE Main
Street Fashions, inc.

ZENITH RADIO CORPORATION @.

Another Zenith quality achievement.
Ask the man who sails with one.
(Radio) Adv. Appl. author: Robert
Blackburn. @ 1Jun52; KK74660.

Ask any Zenith owner how great the
difference for the slight extra
cost in Zenith Quality TV. Adv.
from the Saturday evening post, p.
62. Appl. author: Robert Black-
burn. @ 23Apr52; KK73467.

Ask the man who sails with one. The
Zenith super Trans-Oceanic is the
most reliable portable radio for
the yachtsman, says Roman C. Brotz.
Adv. Appl. author: Robert Black-
burn. @ 1Apr52; KK72402.

Ask the man who sails with one.
The Zenith Super Trans-Oceanic
portable makes guesswork in navi-
gation a thing of the past ...
(Radio) Adv. Appl. author:
Robert Blackburn. @ 1Mar52;
KK71615.

Big dial speaker for big set tone in
this Zenith table radio-phonograph.
Adv. from Quick. Appl. author:
Robert Blackburn. @ 13Mar52;
KK72406.

But one standard, quality, magnifi-
cently yours in the dramatic new
Zenith television. Adv. from Better
homes & gardens, Dec. 1951, p. 163.
Appl. author: Robert Blackburn.
@ 28Nov51; KK69620.

But one standard: quality. Never more
apparent than in the dramatic new
Zenith TV with the world's finest
full-focus picture. Adv. from TV
forecast, Nov. 17, 1951, p. 11.
Appl. author: Robert Blackburn.
@ 16Nov51; KK73432.

Come Christmas 1961, a Zenith quality
portable will still be giving. Ze-
nith, the royalty of radio and tele-
vision. Adv. Appl. author: Robert
Blackburn. @ 19Nov51; KK68762.

Even if you had a million dollars,
you couldn't buy a finer TV than a
Zenith. New Zenith Barlow TV-
radio-phonograph. (Television)
Adv. from the Saturday evening
post, Mar. 15, 1952, p. 93.
Appl. author: Robert Blackburn.
@ 12Mar52; KK71616.

Even if you had a million dollars,
you couldn't buy a finer TV than a
Zenith. New Zenith Whitman con-
sole TV. Adv. from TV forecast.
Appl. author: Robert Blackburn.
@ 22Feb52; KK71614.

For the man who has everything, from
the one woman in his life; new Ze-
nith Super Trans-Oceanic portable
radio. Adv. from Vogue. Appl. au-
thor: Robert Blackburn. @ 15Nov51;
KK68766.

For the music lover with perfect
pitch. Zenith Cobra-Matic.
(Radio-phonograph) Adv. Appl.
author: Robert Blackburn.
@ 1May52; KK74661.

Give the finest gift of all, the gift
that pleases all: Zenith quality
television, radio, radio-phon-
ographs. Adv. from Collier's, Dec.
8, 1951, p. 51-55. Appl. author:
Robert Blackburn. @ 30Nov51;
KK68763.

Go around the world by radio! with
the one radio that works where
others fail! New Zenith Super
Trans-Oceanic. Adv. from Argosy,
May, 1952. Appl. author: Robert
Blackburn. @ 20Apr52; KK73468.

Greatest advance in record playing
since phonographs had horns. New,
magnificent Zenith Cobra-Matic
record player. Zenith, the royalty
of radio and television. Adv.
Appl. author: Robert Blackburn.
@ 29Nov51; KK68760.

Greatest advance in record playing
since phonographs had horns. New
Zenith Cobra-Matic, simplest auto-
matic record-player ever invented.
Adv. from Harper's, Nov. 1951, p. 3
of cover. Appl. author: Robert
Blackburn. @ 3Nov51; KK68971.

It had to be Zenith to bring you cost-
ly big set radio quality, tone, dis-
tance, performance in two magnifi-
cent new-style clock radios. Adv.
from the Saturday evening post, Apr.
5, 1952, p. 115. Appl. author:
Robert Blackburn. @ 2Apr52; KK72407.

It's time you took a holiday, with
the new Zenith Holiday portable.
(Radio) Adv. from Coronet, June
1952, p. 4. Appl. author: Robert
Blackburn. @ 23May52; KK74663.

The magic of quality, never more ap-
parent than now in dramatic new Ze-
nith television, with the world's
finest full-focus picture. Adv.
from the Saturday evening post.
Appl. author: Robert Blackburn.
@ 28Nov51; KK68764.

New Zenith Holiday super-powered
portable. (Radio) Adv. Appl.
author: Robert Blackburn.
@ 21May52; KK74662.

Now, Caruso's records sound like
Caruso, and Melchior's sound
like Melchior. The reason, Zenith's
new Cobra-Matic record player with
pitch and tempo control. Adv.
from Theatre arts, Nov. 1951, p. 1.
Appl. author: Robert Blackburn.
@ 15Sep51; KK71800.

Now for farm families, all-weather,
new-distance radio reception. Stat-
ic free Zenith quality radios with
super-sensitive FM. Adv. from
Pathfinder, Nov. 14, 1951, p. 45.
Appl. author: Robert Blackburn.
@ 14Nov51; KK68765.

Now, radio science brings the world
to your desk. World-wide report
to the man of affairs. Zenith
Super Trans-Oceanic, the only
radio of its kind in the world.
Adv. from Newsweek. Appl. author:
Robert Blackburn. @ 28Feb52;
KK71609.

Now, two Zenith clock radios with
big set performance. Adv. from
Collier's, May 10, 1952, p. 33.
Appl. author: Robert Blackburn.
@ 2May52; KK73469.

One day you will own a Zenith TV.
Why postpone this wonderful ex-
perience? New Zenith Chesterton
console TV. Adv. from the Satur-
day evening post, Mar. 1, 1952,
p. 71. Appl. author: Robert
Blackburn. @ 27Feb52; KK71613.

The only radio of its kind in the
world. New Zenith Super Trans-
Oceanic portable radio. Adv.
from Holiday, June 1952. Appl.
author: Robert Blackburn.
@ 21May52; KK74664.

quality. We have never sacrificed
quality for price. Television,
like a fine watch, is a precise,
sensitive instrument. New Zenith
Whitman console TV. Adv. from
the Saturday evening post, Feb.
16, 1952, p. 47. Appl. author:
Robert Blackburn. @ 13Feb52;
KK71611.

Quality you will never fully know
until you own a Zenith TV. Adv.
Appl. author: Robert Blackburn.
@ 30May52; KK74665.

This crest is your guarantee of
Zenith quality; quality that will
never be sacrificed to the lure of
low price. (Television) Adv. from
the Saturday evening post, Apr. 12,
1952, p. 63. Appl. author: Robert
Blackburn. @ 9Apr52; KK72404.

Vacation with the world's most
travelled radio. Hear the nation and
the world wherever you go. Zenith
Trans-Oceanic portable. Adv. from
Holiday. Appl. author: Robert
Blackburn. @ 19Mar52; KK72403.

Works where other radios fail.
New Zenith Super Trans-Oceanic
standard and short wave portable.
Adv. from Argosy. Appl. author:
Robert Blackburn. @ 20Feb52;
KK71610.

You'd expect it from Zenith. A clock
radio with big set performance.
Adv. from Coronet, Apr. 1952, p.
143. Appl. author: Robert Black-
burn. @ 21Mar52; KK72405.

Zenith brings you world's finest
full-focus TV picture; thousands
acclaim spectacular new Electronex
tube. Zenith, the royalty of radio
and television. Adv. from Coronet,
Dec. 1951, p. 151. Appl. author:
Robert Blackburn. @ 23Nov51;
KK68761.

Zenith FM, the farm miracle in
radio. Now to farm families,
Zenith brings all-weather, new-
distance radio reception. Adv.
Appl. author: Robert Blackburn.
@ 15Feb52; KK71612.

Zenith, most wanted of all radio-
phonographs. Adv. Appl. author:
Robert Blackburn. @ 11Jan52;
KK69808.

Zenith TV the set with the silver
fingers, 1952. Adv. Appl. author:
Robert Blackburn. @ 15Jan52;
KK69809.

ZIMMER, KELLER AND CALVERT, INC.
Great October value demonstration.
KK69668. SEE Detroit-Michigan
Stove Company.

ZIMMERMAN, JAY V.
Zany lovable Puppet doll. The nearest
thing to a real live baby.
KK71542. SEE Zimmerman (Jay V.)
Company.

ZIMMERMAN (JAY V.) COMPANY ©.

Zany lovable Puppet doll. The nearest thing to a real live baby. Easy to work, life-like. Label.
Appl. author: Jay V. Zimmerman.
© 21Jan52; KK71542.

ZIPPO MANUFACTURING COMPANY ©.

Give Zippo for Christmas, one zip and it's lit. The gift for a lifetime, a sure-fire hit!
Zippo one-zip windproof lighter. (Xmas Ad) Adv. from Esquire, Dec. 1951, p. 29. Appl. author: Geyer, Newell & Ganger, inc.
© 7Nov51; KK70182.

No other gift is used so often, for so long, and is so prized! Zippo one-zip windproof lighter. (Guns) Adv. from Fortune magazine, Oct. 1951. Appl. author: Geyer, Newell & Ganger, inc. © 28Sep51; KK70174.

Why zip, zip, zip, when one zip does it! Zippo the one-zip windproof lighter. (Barn dance) Adv. from Look magazine, Nov. 6, 1951. Appl. author: Geyer, Newell & Ganger, inc. © 23Oct51; KK70178.

Why zip, zip, zip, when one zip does it! Zippo the one-zip windproof lighter. (Cruise) Adv. from Look magazine, Nov. 20, 1951. Appl. author: Geyer, Newell & Ganger, inc. © 6Nov51; KK70181.

Why zip, zip, zip, when one zip does it! Zippo the one-zip windproof lighter. (Fireside) Adv. from Saturday evening post, Oct. 6, 1951. Appl. author: Geyer, Newell & Ganger, inc. © 30Oct51; KK70177.

Why zip, zip, zip, when one-zip does it! Zippo the one-zip windproof lighter. (Fishing) Adv. from Sports afield fishing annual, 1951, p. 42. Appl. author: Geyer, Newell & Ganger, inc. © 31Jan51; KK70183.

Why zip, zip, zip when one zip does it! Zippo the one-zip windproof lighter. (Golfers) (Cigarette lighter) Adv. from Look magazine, June 5, 1951. Appl. author: Geyer, Newell & Ganger. © 22May51; KK70173.

Why zip, zip, zip when one zip does it! Zippo the one-zip windproof lighter. (Horseback riding) Adv. from Esquire, Oct. 1951. Appl. author: Geyer, Newell & Ganger. © 10Sep51; KK70176.

Why zip, zip, zip when one zip does it! Zippo windproof lighter. (Army) (Cigarette lighter) Adv. from Army Navy Air Force journal, Aug. 25, 1951. Appl. author: Geyer, Newell & Ganger, inc. © 25Aug51; KK70180.

Why zip, zip, zip when one zip does it! Zippo windproof lighter. (Army overseas cap) Adv. from Army and Air Force times, Sept. 15, 1951. Appl. author: Geyer, Newell & Ganger, inc. © 15Sep51; KK70179.

Why zip, zip, zip when one zip does it! Zippo windproof lighter. (Leatherneck) Adv. from Leatherneck, Nov. 1951. Appl. author: Geyer, Newell & Ganger. © 15Oct51; KK70175.

Why zip, zip, zip when one zip does it! Zippo windproof lighter. (Navy) (Cigarette lighter) Adv. from Our navy, Oct. 15, 1951. Appl. author: Geyer, Newell & Ganger, inc. © 10Oct51; KK70172.

ZLOWE, Irwin, d.b.a. The Zlowe Company.
SEE The Zlowe Company.

THE ZLOWE COMPANY.

Molla metal furniture. KK74242.
SEE Molla, inc.

ZOLA PRODUCTS COMPANY, INC. ©.

Zola No-Stik powder. (Powder for preventing sticking of gummed surfaces) Label. Appl. author: Harry A. Galenes. © 11Jan52; KK70016.

ZONITE PRODUCTS CORPORATION ©.

Are you unknowingly risking married happiness, even your health? (Germicide) Adv. from Modern screen, May, 1952, p. 83. Appl. author: Erwin, Wasey & Co., inc. © 8Apr52; KK72891.

It's your daughter's right to know and your duty to tell her. Zonite for newer feminine hygiene. Adv. from Secrets magazine, Mar. 1952, p. 53. Appl. author: Erwin, Wasey & Co., inc. © 2Feb52; KK70086.

A perfect solution to a woman's most intimate problem. Zonite, this ideal all purpose antiseptic-germicide should be in every medicine chest. Adv. from Secrets, July 1952, p. 47. Appl. author: Erwin, Wasey & Co. © 2Jun52; KK74413.

Too vital a matter for guesswork among young wives. Zonite. (Germicide) Adv. from Secrets, Apr. 1952, p. 53. Appl. author: Erwin, Wasey & Co., inc. © 2Mar52; KK71090.

What every young wife must know for married happiness. Zonite. (Germicide) Adv. from Motion picture and television magazine, Feb. 1952, p. 55. Appl. author: Erwin, Wasey & Co., inc. © 11Jan52; KK69506.

Your daughter must be up to date on this intimate subject. Read how spectacular rabbit eye tests prove

Zonite's absolute safety to body tissues. (Germicide) Adv. from Secrets, June 1952, p. 55. Appl. author: Erwin, Wasey & Co., inc. © 2May52; KK73075.

ZURN (J. A.) MANUFACTURING COMPANY ©.

Zurn type rest rooms have fixture-bare floors. (Wall closet fittings & carriers) Sheet. Appl. author: The Lee Donnelley Co. © 1Feb52; KK70157.

ZURN (J. A.) MANUFACTURING COMPANY.**INDUSTRIAL DIVISION ©.**

Zurn strainers immeasurably improve the handling of fluids through pipe lines. (Fluid handling equipment) Sheet. Appl. author: The Lee Donnelley Co. © 1Mar52; KK70936.

ZURN (J. A.) MANUFACTURING COMPANY.**PLUMBING DIVISION ©.**

A Fixture-Bare floor reduces the cost of maintenance to an all time low. (Wall closet fittings and carriers) Sheet. Appl. author: The Lee Donnelley Co. © 15May52; KK74171.

Your decision on rest rooms can have an influence far reaching in its effect on the total cost of a building. Zurn-type rest rooms have fixture-bare floors. Sheet. Appl. author: The Lee Donnelley Co. © 15Mar52; KK72656.

Zurn found the simple, fast, safe way to install wall type fixtures. (Wall closet fittings and carriers) Sheet. Appl. author: The Lee Donnelley Co. © 1May52; KK74174.

Zurn type rest rooms have fixture-bare floors. (Wall closet fittings and carriers) Sheet. Appl. author: The Lee Donnelley Co. © 15Apr52; KK74176.

ZWICKER, EGON.

Beadette art. Creative, educational, entertaining. Playstar. Use beads for hats, blouses, dresses ... KK68843. SEE Union Novelty Company, inc.

Glitter doll. Creative, educational, entertaining. Use sequins and beads to glamorize hats, scarfs, dresses ... KK68842. SEE Union Novelty Company, inc.

Miss Jewelry Maker, a product of Star Bead & Toy Co. KK69096. SEE Star Bead and Toy Company.

Miss Jewelry Maker. For every child, hours of fun and play. Creative, educational, entertaining. KK68841. SEE Star Bead and Toy Company.

Playstar Beadette-Art, a product of Union Novelty Co., inc. KK69034. SEE Union Novelty Company, inc.

Playstar Glitter Doll, a product of Union Novelty Co., inc., New York, N. Y. General directions. KK68822. SEE Union Novelty Company, inc.

RENEWALS

An alphabetical list, under the names of the renewal claimants, of all prints and labels for which renewal copyrights were registered during the period covered by this catalog. Information relating to both the original and renewal registrations is included in each entry

AMERICAN Beauty. R91852 ... SEE Kahn's (E.) Sons Company.

APPEAL. R95070. SEE Central Lemon Association.

ATLAS. R94083. SEE Olive Heights Citrus Association.

BAUMBACH (E. A.) MANUFACTURING COMPANY. Price list. (Die sets and automatic oilers) © 20Dec24, Print 7841. R88033, 2Jan52, Emil A. Baumbach, d.b.a. E. A. Baumbach Mfg. Co. (P)

BAUMBACH, Emil A., d.b.a. E. A. Baumbach Manufacturing Company. SEE Baumbach (E. A.) Manufacturing Company.

BIG Yank. R92603. SEE Reliance Manufacturing Company.

BIG Yank coat. R92604. SEE Reliance Manufacturing Company.

BIG Yank flannel. R92605. SEE Reliance Manufacturing Company.

BIG Yank Junior. R92601. SEE Reliance Manufacturing Company.

BLACK Beauty. R92602. SEE Reliance Manufacturing Company.

BLUE Wing. R94119. SEE Fullerton Mutual Orange Association.

BONDED. R91323. SEE Placentia Orange Growers Association.

CARMENCITA. R91320. SEE Placentia Orange Growers Association.

CENTRAL LEMON ASSOCIATION.

Appeal. (Lemons) © 2Mar25, Label 29133. R95070, 27May52, Central Lemon Assn. (P)

Comet. (Lemons) © 2Mar25, Label 29135. R95072, 27May52, Central Lemon Assn. (P)

Gold. (Lemons) © 2Mar25, Label 29132. R95069, 27May52, Central Lemon Assn. (P)

Lustre. (Lemons) © 2Mar25, Label 29136. R95073, 27May52, Central Lemon Assn. (P)

Radiant. (Lemons) © 2Mar25, Label 29134. R95071, 27May52, Central Lemon Assn. (P)

CHAMPAGNE. R90896. SEE Winter (J. C.) and Company, inc.

CHIPMAN'S (CHAS.) SONS COMPANY, INC. High & Low. (Hosiery) © 2Sep24, Label 29938. R93547, 9Apr52, Chas. Chipman's Sons, inc. (P)

CLUSTER. R93848. SEE Upland Lemon Growers Association.

COLOMBO. R91322. SEE Placentia Orange Growers Association.

COLOSSUS. R95055. SEE Walnut Fruit Growers Association.

COMET. R95072. SEE Central Lemon Association.

CONSOLIDATED ORCHARD COMPANY. Mountaineer. (Apples) © 19Apr24, Label 27681. R93950, 19Apr52, Consolidated Orchard Co. (P)

CORN Fix. R91899. SEE Corn Fix Company, inc.

CORN FIX COMPANY, INC. Corn Fix. (Remedy for corns, callouses & bunions) © 16Mar25, Print 7958. R91899, 18Mar52, Corn Fix Co., inc. (P)

CORONA CITRUS ASSOCIATION. Queen Bee. (Oranges) © 2Apr25, Label 29068. R94088, 28Apr52, Corona Citrus Association (P) Royal. (Oranges) © 2Apr25, Label 29067. R94087, 28Apr52, Corona Citrus Association (P)

COUGAR. R94294. SEE Covina Citrus Association.

COVINA CITRUS ASSOCIATION. Cougar. (Oranges) © 5Jan25, Label 28874. R94294, 5May52, Covina Citrus Association (P)

Red C. (Oranges) © 5Jan25, Label 28875. R94295, 5May52, Covina Citrus Association (P)

CRAFTON ORANGE GROWERS ASSOCIATION. Highlander. (Oranges) © 15Apr25, Label 29083. R94089, 28Apr52, Crafton Orange Growers Association (P)

CUB. R93847. SEE Upland Lemon Growers Association.

DAMUS, Shibli S., d.b.a. United Citrus Growers. SEE United Citrus Growers.

DOT. R91554. SEE Janszen Company.

FARBO. R95905 ... SEE Farboil Company.

FARBOIL COMPANY. Farbo. (Paints) © 15Jun24, Label 28063. R95906, 9Jun52, Farboil Company (P) Farbo. (Paints) © 15Aug24, Print 7678. R95905, 9Jun52, The Farboil Company (P)

FULLERTON MUTUAL ORANGE ASSOCIATION. Blue Wing. (Oranges) © 7Jan25, Label 29073. R94119, 30Apr52, Fullerton Mutual Orange Association (P)

GALVESTON-HOUSTON BREWERIES, INC. Triple XXX. (Root beer syrups) © 31Jan25, Label 28536. R90290, 11Feb52, Galveston-Houston Breweries, inc. (P)

GOLD. R95069. SEE Central Lemon Association.

GRIGSEY, JAMES S., d.b.a. Tennessee Tissue Mills. SEE Tennessee Tissue Mills.

HECTOR. R94085. SEE Olive Heights Citrus Association.

HERCULES. R95056. SEE Walnut Fruit Growers Association.

HIGH & Low. R93547. SEE Chipman's (Chas.) Sons Company, inc.

HIGHLANDER. R94089. SEE Crafton Orange Growers Association.

HONOR Bright, a real boy's shirt. R91930. SEE Reliance Manufacturing Company.

JANSZEN COMPANY. Dot. (Coffee) © 2Apr24, Label 27678. R91554, 3Mar52, The Janszen Co., formerly the Janszen Grocery Co. (P)

JOHN Alden. R94286. SEE United Citrus Growers.

KAHN'S (E.) SONS COMPANY. American Beauty. © The E. Kahn's Sons Co. (P)

Pasteurized American loaf cheese. © 20Feb25, Label 28823. R91855, 14Mar52.

Pasteurized brick loaf cheese. © 20Feb25, Label 28689. R91852, 14Mar52.

Pasteurized pimento loaf cheese. © 20Feb25, Label 28822. R91854, 14Mar52.

Pasteurized Swiss loaf cheese. © 20Feb25, Label 28821. R91853, 14Mar52.

LAKE. R93846. SEE Upland Lemon Growers Association.

LINDA Gem. R94082. SEE Yorba Linda Citrus Association.

LUSTRE. R95073. SEE Central Lemon Association.

MCGUIGAN (PETER) AND SONS. O'Henry. (Cigars) © 25Feb25, Label 28517. R90993, 29Feb52, Peter McGuigan & Sons (P)

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MOUNTAINEER. R93950. SEE Consolidated Orchard Company.

MUTUAL PAPER COMPANY, INC.
Paramount Kraft. (Kraft paper)
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11Feb52, Mutual Paper Co., inc. (P)

O'HENRY. R90993. SEE McGuigan (Peter) and Sons.

OLIVE HEIGHTS CITRUS ASSOCIATION.
Atlas. (Oranges) © 2Mar25, Label 28896. R94083, 28Apr52, Olive Heights Citrus Association (P)

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OUR Charley. R96080. SEE Roszell (J. D.) Company.

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Portola. (Oranges) © 27Dec24, Label 28672. R91321, 3Mar52, Placentia Orange Growers Association (P)

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PRICE list. R88033. SEE Baumbach (E. A.) Manufacturing Company.

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RADIANT. R95071. SEE Central Lemon Association.

RED C. R94295. SEE Covina Citrus Association.

RED TOP MALT COMPANY.
Taste it! Smell it! It's entirely different. (Malt extract) 3Apr25, Print 8011. R93214, 7Apr52, Red Top Malt Co. (P)

RELiance MANUFACTURING COMPANY.
Big Yank. (Work shirts) 9May24, Label 27872. R92603, 28Mar52, Reliance Manufacturing Company (P)

Big Yank coat. (Work shirts) 9May24, Label 27874. R92604, 28Mar52, Reliance Manufacturing Co. (P)

Big Yank flannel. (Work shirts) 9May24, Label 27875. R92605, 28Mar52, Reliance Manufacturing Company (P)

Big Yank Junior. (Work shirts) 9May24, Label 27869. R92601, 28Mar52, Reliance Manufacturing Co. (P)

Black Beauty. (Work shirts) 9May24, Label 27870. R92602, 28Mar52, Reliance Manufacturing Co. (P)

Honor Bright, a real boy's shirt. © 9May24, Label 28058. R91930, 19Mar52, Reliance Manufacturing Co. (P)

ROSZELL (J. D.) COMPANY.
Our Charley. (Candy) 19Jun24, Print 7589. R96080, 11Jun52, J. D. Roszell Co. (P)

ROYAL. R94087. SEE Corona Citrus Association.

RUF'N Redy. R93849. SEE Upland Lemon Growers Association.

SEA Gull. R93850. SEE Upland Lemon Growers Association.

TASTE it! Smell it! It's entirely different. R93214. SEE Red Top Malt Company.

TENNESSEE TISSUE MILLS.

Purple crest. (Toilet paper)
© 10Oct24, Label 28538. R88998,
17Jan52, Jas. S. Grigsby, d.b.a.
Tennessee Tissue Mills (P)

TRIPLE XXX. R90290. SEE Galveston-Houston Breweries, inc.

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John Alden. (Oranges) © 15Apr25, Label 29081. R94286, 2May52, Shibli S. Damus, d.b.a. United Citrus Growers (P)

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Sea Gull. (Lemons) © 2Mar25, Label 28769. R93850, 22Apr52, Upland Lemon Growers Association (P)

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Hercules. (Oranges) © 2Mar25, Label 29111. R95056, 26May52, Walnut Fruit Growers Assn. (P)

WINTER (J. C.) AND COMPANY, INC.
Champagne. (Cigars) © 10Jun24, Label 27806. R90896, 25Feb52, J. C. Winter & Co., inc. (P)

YORBA LINDA CITRUS ASSOCIATION.
Linda Gem. (Oranges) © 29Jan25, Label 28730. R94082, 28Apr52, The Yorba Linda Citrus Association (P)

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GU Unpublished works of art and designs for works of art.	
H Reproductions of works of art published in the United States.	
HF Reproductions of works of art published abroad.	
IP Published drawings or plastic works of a scientific or technical character.	
IU Unpublished drawings or plastic works of a scientific or technical character.	
JP Published photographs.	
JU Unpublished photographs.	
K Prints and pictorial illustrations published in the United States.	
KF Prints and pictorial illustrations published abroad.	
Part 11B.....COMMERCIAL PRINTS AND LABELS.....	1. 00
KK Commercial prints and labels.	
Parts 12 & 13..MOTION PICTURES AND FILMSTRIPS.....	. 50
LP Published motion picture photoplays.	
LU Unpublished motion picture photoplays.	
MP Published motion pictures other than photoplays.	
MU Unpublished motion pictures other than photoplays.	

NOTE: The symbols listed represent the materials, principally contained in each part; for other materials, including renewals (always designated by the symbol R), which may be included in a particular part and for a more complete statement of contents, the respective prefaces should be consulted. A zero immediately following the symbol, i. e., AF0, EF0, indicates that two copies of a foreign publication have been deposited with a catalog card and application for registration, under the provisions of section 215 of Title 17 of the United States Code.

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 6, PART 11 B, NUMBER 2

Commercial Prints and Labels

JULY-DECEMBER

1952



COPYRIGHT OFFICE
THE LIBRARY OF CONGRESS
WASHINGTON: 1953

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PREFACE

THIS part of the *Catalog of Copyright Entries* contains a list of prints and labels published in connection with the sale or advertisement of articles of merchandise, which were registered in the Copyright Office in Class K under the symbol KK, from July 1, 1952, through December 31, 1952. Renewal registrations in this class made in this period are listed in the second section of this catalog.

Arrangement.—The first section of this catalog consists of an alphabetical arrangement of complete entries under the name of the copyright claimant and of brief entries in the form of cross-references from other names associated with the works and from variant forms of names. The second section consists of an alphabetical list of prints and labels for which renewal copyrights were registered during the period covered by this catalog. Brief entries in the form of cross-references are included for joint claimants and for titles.

Bibliographic Data.—Each main entry for works currently registered includes 1) the title; 2) the source data, i. e., name and issue date of periodical or newspaper in which the advertisement appeared, when such information was obtainable from the deposit or application; 3) a statement of the nature of the article to which the print or label relates; 4) a brief physical description of the item. Labels are designated by the term "label" and prints are described by the use of the terms "sheet," "card," etc. For renewals the entry includes, in addition to the heading which is the renewal claimant, 1) the title and 2) a statement of the nature of the article to which the print or label relates.

The names of any authors listed in the application which do not appear elsewhere in the entry are given immediately preceding the copyright data after the statement, "Appl. author(s)." When an employer in the case of works made for hire is named in the application, his name is included in

the entry, together with the names of the employees when given.

Copyright Data.—The name of the copyright claimant is in every case the heading under which the main entry is made; the copyright symbol © is added to the heading to indicate this fact, except where the name of the claimant is repeated in the copyright statement to record essential information which cannot be given in the heading. For works currently registered, the portion of the entry giving the rest of the facts of copyright registration begins with the copyright symbol © and consists of 1) the date of publication as given in the copyright application, which represents also the year date given in the copyright notice unless the publication date is followed, in parentheses, by the statement, "in notice," and a different year date; and 2) the copyright registration number.

For renewals, the statement begins with the copyright symbol © and consists of 1) the original copyright date; 2) the original registration number; 3) the renewal registration number; 4) the date of the receipt of the renewal application; 5) the name of the renewal claimant; and 6) an abbreviation in parenthesis representing the applicant's statement of the basis of his renewal claim—e. g., John Doe and Co. (P) indicates that renewal of copyright is claimed by John Doe and Co. as proprietor of a commercial print or label.

In the case of each entry the name of the copyright claimant is that given at the time of registration. Information relating to subsequent changes of ownership recorded in the Copyright Office can be ascertained upon request and upon payment of the statutory search fee to the Register of Copyrights.

Deposit of Copies.—In the case of every copyright entry listed in this part of the *Catalog of Copyright Entries*, except for renewal copyrights, the deposit of copies (or copy) as required by sections 13 or 215 of Title 17 of the United States Code has been made.

Authority.—The *Catalog of Copyright Entries* is published by authority of sections 210 and 211 of Title 17 of the United States Code. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

Organization of the Catalog.—This issue of the *Catalog of Copyright Entries* is part of Volume 6 of the Third Series. The parts are numbered according to the alphabetical sequence of classes as listed in section 5 of Title 17 of the United States Code. Letters are added to the part numbers to indicate subdivisions.

The classes of material principally contained in each part are listed, together with their respective symbols, under the title of the part in the "Table of Organization," which faces the title page in this catalog. In each case, the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for purposes of statistical analysis of registrations. Foreign works for which two copies have been deposited, under section 215 of Title 17 of the United States Code are distinguished by a zero immediately following the symbol. The symbol R does not represent a class designated in the copyright law, but has been adopted by the

Copyright Office to distinguish renewal copyright registrations. Some parts also contain registrations made under symbols other than those listed for the particular part if the subject matter or type of material of these registrations is similar to that generally included.

Orders.—Orders for all parts of the *Catalog of Copyright Entries* should be sent directly to the *Register of Copyrights, Library of Congress, Washington 25, D. C.* Orders may be placed as follows: (1) as a subscription for a single year or to continue until further notice, or (2) as an order for individual issues. All orders should state clearly the title of the *Catalog* part and the inclusive dates of the issues wanted. *Checks or money orders should be made payable to the Register of Copyrights.*

The price of each individual number of the *Catalog* is given in the "Table of Organization." The annual subscription rate for each part is twice the price of a single number, since all parts are issued semi-annually. The complete *Catalog of Copyright Entries* may be secured on a subscription basis for \$20 a year.

Inquiries.—The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog*. Please address communications of this nature to the *Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D. C.*

ABBREVIATIONS AND SYMBOLS

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.k.a.	—also known as	(P)	—proprietor of a commercial print or label
appl.	—application	pseud.	—pseudonym
©	—copyright symbol	pub.	—published, publishing
ca.	—circa	rev.	—revised, revised by, revision
col.	—colored	t.a.	—trading as
d.b.a.	—doing business as	v., vol.	—volume, volumes
l.	—leaf, leaves		
p.	—page, pages		

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

July–December 1952

Commercial prints and labels	5,757
Renewals	20

The above figures represent the number of registrations for commercial prints and labels for July–December 1952, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

An alphabetical list of prints and labels published in connection with the sale or advertisement of articles of merchandise, registered during the period covered by this catalog. Each registration is entered under the name of the copyright claimant. Brief entries in the form of cross-references from other names associated with the works and from variant forms of names are interfiled with the main entries.

A

A. B. C. WIPING CLOTH COMPANY, INC. ©.
Grandma's Quilt Patches. Two pounds...
Large variety of colors and designs.
(Material used in making patchwork
quilts) Label. © 10Oct52; KK78113.

AATELL AND JONES, INC. ©.
Media, the name to remember when
you think of unusual paper napkins.
Adv. from Hotel management, Jan.
1952, p. 102. Appl. author: John
Falkner Arndt Co., inc. © 10Jan52;
KK75775.

ABBOTT LABORATORIES ©.
Abbecillin-DC, penicillin G procaine.
(Pharmaceuticals) Sheet. Appl.
author: John C. Michalek. © 9Jul52;
KK75393.

Big name bandleader, dietary dub.
Sur-Bex with vitamin C. (Pharma-
ceuticals) Folder. Appl. author:
Charles S. Downs. © 5Jul52;
KK76402.

Cérebro e medula espinhal. (Pharma-
ceuticals) Folder. Appl. author:
Thomas Sheldon Bird. © 29Aug52;
KK77441.

Cérebro y médula espinal. Sur-bex.
(Pharmaceuticals) Folder. Appl.
author: Thomas Sheldon Bird.
© 17Jul52; KK76290.

Cerebrum. Tridione, Paradione.
(Pharmaceuticals) Folder. Appl.
author: Thomas Sheldon Bird.
© 23Oct52; KK79661.

Chronic asthmatic, battling the big
ones again. Norisodrine sulfate
powder. (Pharmaceuticals) Fold-
er. Appl. author: Charles S.
Downs. © 5Jul52; KK76403.

Coração e grandes vasos; um diurét-
ico seguro para uso em doenças
hipertensivas e arteriosclerót-
icas do coração, Glucofilina.
(Pharmaceuticals) Folder. Appl.
author: Thomas Sheldon Bird.
© 26Nov52; KK80159.

Este es el efectivo resultado,
contra la caspa. Prescriba Selsun.
(Pharmaceuticals) Folder. Appl.
author: Thomas Sheldon Bird.
© 28Jun52; KK75721.

For your patients with Seborrheic
Dermatitis of the scalp. Prompt
relief of itching... (Pharmaceu-
ticals) Folder. Appl. author:
Charles S. Downs. © 18Oct52;
KK79133.

Great potency in tiny form; the
therapeutic vitamin tablet with
B12 and synthetic A. Specify Op-

tilets. (Pharmaceuticals) Folder.
Appl. author: Charles S. Downs.
© 21Nov52; KK80158.

Higado, vasos, y vias biliares.
(Pharmaceuticals) Folder. Appl.
author: Thomas Sheldon Bird.
© 27Aug52; KK77442.

Intestino grueso con sus vasos san-
guíneos. Abbecilina combinada
doble. (Pharmaceuticals) Folder.
Appl. author: Thomas Sheldon Bird.
© 29Oct52; KK79662.

Pâncreas. Now your diabetic and re-
ducing patients can enjoy sweet-
ness without sugar. (Pharmaceu-
ticals) Folder. Appl. author:
Thomas Sheldon Bird. © 7Aug52;
KK76473.

Pâncreas, vasos sanguíneos e re-
lações com outros órgãos. Sucaryl.
(Pharmaceuticals) Folder. Appl.
author: Thomas Sheldon Bird.
© 23Jul52; KK76404.

Para provocar acción diurética y,
para producir estimulación
miocárdica segura. Glucofilina.
(Pharmaceuticals) Folder. Appl.
author: Thomas Sheldon Bird.
© 5Jun52; KK75093.

Pride of the family. Sulestrex. Fol-
der. Appl. author: Charles S.
Downs. © 18Oct52; KK79134.

Processo de ossificação normal do
punho e da mão. Polivitaminas
Terapêutico, Abbott. (Pharmaceuti-
cals) Folder. Appl. author: Thomas
Sheldon Bird. © 1Jul52; KK75144.

Riego sanguíneo del cerebro. (Pharma-
ceuticals) Folder. Appl. author:
Thomas Sheldon Bird. © 22Sep52;
KK78309.

When night cough disturbs sleep Syrup
Calcidrine can bring relief.
(Pharmaceuticals) Folder. Appl.
author: Thomas Sheldon Bird.
© 9Oct52; KK78240.

ABBS, EARL.
Be daisy-fresh, delightful, enjoy cool
colognes and summer beauty aids.
KK75236. SEE Walgreen Company.

Pretty as a posy. KK75492. SEE
Walgreen Company.

ABELES, MURRAY J.
How to get the utmost comfort from
this Thermo Ray radiant heat screen.
KK77892. SEE Universal Company.

ABRAHAMS (DAVID) INC. ©.
Gay Paree. (Shoes) Label. Appl.
author: Hoague-Sprague Corp.
© 9Jul52; KK75224.

ACCURATE PARTS, INC. ©.
Accurate starter drive identification
chart. (Automotive starter drives)
Poster. Appl. author: Charles R.
Hicks. © 30Oct52; KK77993.

ACE PAPER COMPANY, INC.
Tentation by True Form. (Hosiery)
Label. Appl. author: Leo Kleinman.
© The Ace Paper Co., inc.; 31Oct52;
KK78971.

ACHESON INDUSTRIES, INC. ©.
Dag colloidal graphite for metal-
working operations. Bulletin no.
426. Pamphlet. Appl. author:
Guy C. Giles. © 29Oct52; KK79548.

Dag Dispersions colloidal graphite as
a high-temperature lubricant. Bul-
letin no. 423. Appl. author: D.
Gray Weaver. © 29Oct52; KK79549.

ACME CHEMICAL COMPANY ©.
Acme Info-Fax; information and facts
about products and services of the
Acme chemical company. (Sanitation
products) Folder. Appl. author:
John V. Halaska. © 29Nov52;
KK80093.

Price list, effective November 3,
1952. (Sanitation products)
Folder. Appl. author: John V. Hal-
aska. © 3Nov52; KK80092.

ACORN FEATURE SERVICE.
Merry Christmas [Red and green
decorative Christmas symbols]
Newspaper cover. © Herbert G.
Comfort, d.b.a. Acorn Feature
Service; 8Sep52; KK77114.

ADAMS, BURKE DOWLING.
Make reservations here for Delta's
Millionaire Dream vacation in
Miami Beach. KK80209. SEE Delta
Air Lines, inc.

ADAMS, CHARLES D.
Adams keep-shape tie case. KK77391.
SEE Adams Service Products.

ADAMS, G. W. SEE Adams Pipe Repair
Products.

ADAMS PIPE REPAIR PRODUCTS ©.
Stop leaks with Adams pipe line re-
pair products. Folder. Appl. au-
thor: G. W. Adams. © 15Apr52;
KK80580.

ADAMS SERVICE PRODUCTS ©.
Adams keep-shape tie case. cIllustrat-
ed instructions; Sheet. Appl. au-
thor: Charles D. Adams. © 12Mar52;
KK77391.

ADDRESSOGRAPH-MULTIGRAPH CORPORATION ©.

Are you doing anything to reduce clerical costs? Addressograph-Multigraph production machines for business records. (Office equipment) Adv. from Newsweek, Aug. 25, 1952, p. 62. Appl. author: Charles Farran. © 21Aug52; KK76905.

Is the Paperwork Pirate whistling while you work? Addressograph-Multigraph office equipment. Adv. from American business, June 1952, p. 3 of cover. Appl. author: Charles Farran. © 10Jun52; KK75280.

Short cut for short-handed offices. Follow the footsteps of businessmen everywhere ... Addressograph-Multigraph simplified business methods. Adv. Appl. author: Charles Farran. © 16Oct52; KK79547.

Two ways to shrink costs and get rid of the Paperwork Pirate. Addressograph-Multigraph. Adv. from Newsweek, July 21, 1952, p. 83. Appl. author: Charles Farran. © 17Jul52; KK76329.

ADELL, Robert, d.b.a. Adell Industries. SEE Adell Industries.

ADELL INDUSTRIES.

America's newest, smartest and most practical auto accessory. Dor-Gard. (Automobile trim molding) Counter display. © Robert Adell, d.b.a. Adell Industries; 30Sep52; KK77997.

America's newest, smartest and most practical auto accessory. Dor-Gard. (Automobile trim molding) Sheet. © Robert Adell, d.b.a. Adell Industries; 30Sep52; KK77998.

Protect car door edges with Dor-Gard. (Automobile trim molding) Label. © Robert Adell, d.b.a. Adell Industries; 30Sep52; KK78012.

ADELTA MANUFACTURING COMPANY, INC. ©.

Trunk line; air conditioning ducts & fittings ... (Folder)
v. 3, no. 3. © 3Jun52; KK75774.
v. 3, no. 4. © 30Jul52; KK77032.
v. 3, no. 5. © 6Oct52; KK78993.

ADLER (WILLIAM HART) INC.

Diploma M. I. T. KK77806. SEE Reo Motors, inc.

Moe lights add so much beauty to every room, yet cost so little. KK79114. SEE Moe Light, inc.

Pop's tops with his Reo. KK75104. SEE Reo Motors, inc. Lawn Mower Division.

Sure cure for spring fever. KK75105. SEE Reo Motors, inc. Lawn Mower Division.

You'll be way ahead with a Reo Gold Comet. KK79113. SEE Reo Motors, inc. Truck Division.

ADVERTISING ASSOCIATES, INC. ©.

Want to save on Christmas gifts? Pre-Christmas specials with no down payment. Kay Jewelers. (Jewelry) Folder. © 20Oct52; KK78398.

ADVISORS, INC.

Gerco melting tanks. KK75828. SEE Gernt Company.

Now. One model handles all fuel filtering jobs. KK79335. SEE Tool Industries, inc. Meldon Industries, inc. Division.

So new it is different, and it's guaranteed by Good housekeeping. KK75722. SEE Winter Seal Corporation.

Strippable Peel Coat, hot dip plastic coatings, protective applications. KK75827. SEE Gernt Company.

AETNA CASUALTY AND SURETY COMPANY ©.

Who's zoo, on the highway. (Cartoon mats) Folder. Appl. author: Paul Bernard Cullen. © 21May52; KK75088.

AFFLECK, JAMES CALVIN.

Your UHF audience, delivered by Du Mont. KK77197. SEE Du Mont (Allen B.) Laboratories, inc.

AGEN, JAMES R.

Agen quick freeze. KK77255. SEE Cascade Frozen Foods, inc.

AGET-DETROIT COMPANY ©.

Save this: valuable, practical engineering information on dust control. Stop dust with Dustikop. Bulletin 636. (Dust collectors) Folder. Appl. author: Alfred B. Hard. © 6Jun52; KK77054.

AIRBORNE ACCESORIES CORPORATION ©.

Consult your 1952 I. A. S. aeronautical engineering catalog for complete information on Airborne's ... (Aircraft parts) Adv. from Aviation age, Apr. 1952, p. 19. Appl. author: Thomas P. Orchard © 15Apr52; KK78154.

ALBERT, J. LOUIS.

Buy your new 1952-53 standard refrigerator and freezer trade-in manuals now. KK79454. SEE Nelda Publications, inc.

ALBERTA'S CERAMIC STUDIO.

Mold catalog. Alberta's. (Ceramic mold) 22 p. © Charles E. Gaskell & Alberta S. Gaskell, co-owners of Alberta's Ceramic Studio; 19Jun52; KK75231.

[Mold catalog, pages 23-24] Alberta's. (Ceramic molds) © Charles E. Gaskell & Alberta S. Gaskell, co-owners of Alberta's Ceramic Studio; 4Oct52; KK79560.

ALDAN RUBBER COMPANY ©.

Aldanack. (Coated fabrics) Folder. v. 14, no. 6. © 4Jun52; KK75772.

v. 14, no. 7. © 18Jul52; KK76391.

v. 14, no. 8. © 2Aug52; KK77033.

v. 14, no. 9. © 22Sep52; KK78020.

v. 14, no. 10. © 15Oct52; KK79604.

v. 14, no. 11. © 18Nov52; KK80014.

ALDEN, JOHN J.

Your daily bread. SEE American Bakers Association.

ALEXANDER, FRED.

Always busy. KK76734. SEE Oster (John) Manufacturing Company.

Multiply your cutting power. KK76730. SEE Oster (John) Manufacturing Company.

Stim-u-lax. KK76731. SEE Oster (John) Manufacturing Company.

Teach new, easier, faster meal-making methods with the Osterizer. KK78207. SEE Oster (John) Manufacturing Company.

ALLEN, EDGAR, JR.

Don't look now, but the Gogglins is a-comin'. KK77945. SEE Borden Company.

Gerald Gogglin is out to get you, let's watch waste. KK77954. SEE Borden Company.

Geraldine Gogglin is flirting with you, let's watch waste. KK77953. SEE Borden Company.

Gogglin gazette. SEE Borden Company.

The Gogglins. SEE Borden Company.

The Gogglins is a-comin' soon. KK77943. SEE Borden Company.

Maw Gogglin is goggling at you, let's watch waste. KK77955. SEE Borden Company.

Paw Gogglin's got his eye on you, let's watch waste. KK77952. SEE Borden Company.

ALLEN, GEORGE R.

Superior packless in-line valves. KK78135. SEE Superior Valve and Fittings Company.

ALLEN, PERRY E.

Keeps chrome factory-bright. KK77620. SEE Allen Products Corporation.

Look what an ounce of Prexy will do. KK77617. SEE Allen Products Corporation.

No-Mar Fender Trimz. KK77616. SEE Allen Products Corporation.

No-Mar gasoline door guards. KK77619. SEE Allen Products Corporation.

Nothing like it on the market. KK77615. SEE Allen Products Corporation.

Seal-All stops any leak instantly. KK77621. SEE Allen Products Corporation.

Seal-All, the amazing new product. KK77618. SEE Allen Products Corporation.

ALLEN, Walter W., d.b.a. Allen's Restaurant. SEE Allen's Restaurant.

ALLEN AND REYNOLDS, firm.

Win this new General Electric Activator automatic washer. KK76717. SEE Mellen, Floyd F.

ALLEN PRODUCTS CORPORATION ©.

Keeps chrome factory-bright. Amazing new Prexy Krome-Kote. (Protective coat for metal) Folder. Appl. author: Perry E. Allen. © 1Apr52; KK77620.

Look what an ounce of Prexy will do. Prexy Krome-Kote. (Protective coating for metal) Sheet. Appl. author: Perry E. Allen. © 1Apr52; KK77617.

No-Mar Fender Trimz. New for the '52 Ford. (Automobile fender ornament) Sheet. Appl. author: Perry E. Allen. © 1Apr52; KK77616.

No-Mar gasoline door guards. Protection and beauty for your car. Sheet. Appl. author: Perry E. Allen. © 1Apr52; KK77619.

Nothing like it on the market. Seal-All. Stops any leak instantly, seals on contact. Sheet. Appl. author: Perry E. Allen. © 1Apr52; KK77615.

Seal-All stops any leak instantly. Wt.: 2 oz. Label. Appl. author: Perry E. Allen. © 1Apr52; KK77621.

Seal-All, the amazing new product. Stops any leak instantly. Folder. Appl. author: Perry E. Allen. © 1Apr52; KK77618.

ALLEN-A COMPANY.

Man, talk about fluid movement. Allen-A Dittos, they second your motion. (Men's underwear) Adv.

from Men's wear, Aug. 4, 1952, p. 4 of cover. Appl. author: Doherty, Clifford & Shenfield, inc. © The Allen-A Co.; 4Aug52; KK76043.

Man, talk about fluid movement. Twist or turn, bend or stretch, Allen-A Dittos are cut for unlimited freedom in action. (Men's underwear) Adv. from Field and stream, Oct. 1952, p. 17. Appl. author: Doherty, Clifford & Shenfield, inc. © The Allen-A Co.; 25Sep52; KK77298.

ALLEN'S RESTAURANT.

Famous salad dressing, for tossed green salads. Allen's. Net contents 1 pint. Label. © Walter W. Allen, d.b.a. Allen's Restaurant; 22Oct52; KK79497.

ALLIED CONTROL COMPANY, INC. ©.

Allied relays for electronic control equipment. Folder. Appl. author: William A. Cather III. © 31Oct52; KK80324.

ALLIED ELECTRIC PRODUCTS, INC. SHELDON ELECTRIC COMPANY DIVISION.

How to install this Tioga midget relay. (Television appliance) Sheet. Appl. author: Nathan Chirelstein. © Allied Electric Products, inc., Sheldon Electric Co. division; 1Jul52; KK75890.

Sheldon and AEP exchange plan time-saver replacement guide. May 1952. Folder. Appl. author: Nathan Chirelstein. © Allied Electric Products, inc.; 29May52; KK76298.

Sheldon picture tube time-saver interchangeability and replacement guide. May 1952. Folder. Appl. author: Nathan Chirelstein. © Allied Electric Products, inc. 29May52; KK76299.

ALLIED HARDWARE AND METAL SPECIALTIES COMPANY ©.

Kickplates; standard gauges; drilled & countersunk ... cGold & silver impressions; Card. Appl. author: Hilary Chrast. © 7Nov52; KK79204.

ALLIED WESTERN DISTRIBUTORS, INC. ©.

Gifts 'n gadgets. (Kitchen and bar accessories) 22 p. © 10Oct52; KK78487.

ALLISON-KAUFMAN COMPANY ©.

Unbelievable? Yes, unbelievable, but true. 3 row, 15 genuine, diamond wedding band. Sheet. Appl. author: Irving H. Kaufman. © 2Jun52; KK76083.

ALLSTATE INSURANCE COMPANY ©.

Add this to the grocery bill. Allstate. (Automobile insurance) Adv. from the Saturday evening post, June 28, 1952, p. 122. © 25Jun52; KK75041.

Curve, low and outside. Allstate. (Automobile insurance) Adv. from the Saturday evening post, June 14, 1952, p. 144. © 11Jun52; KK75001.

Fast and furious. Allstate automobile insurance. Adv. from the Saturday evening post, Sept. 20, 1952, p. 124. © 17Sep52; KK78394.

Kickoff time, two o'clock. Allstate automobile insurance. Adv. from the Saturday evening post, Oct. 11, 1952, p. 126. © 8Oct52; KK78397.

Lost ... one election bet. (Automobile insurance) Adv. from the Saturday evening post, Nov. 1, 1952, p. 102. © 29Oct52; KK79240.

Whatever happens, you're in good hands with Allstate auto insurance. Adv. from the Saturday evening post, June 14, 1952, p. 145. © 11Jun52; KK75000.

Whatever happens you're in good hands with Allstate auto insurance. Adv. from the Saturday evening post, Sept. 20, 1952, p. 125. © 17Sep52; KK78395.

Whatever happens you're in good hands with Allstate auto insurance. Adv. from the Saturday evening post, Oct. 11, 1952, p. 127. © 8Oct52; KK78396.

Whatever happens you're in good hands, with Allstate auto insurance ... Adv. from the Saturday evening post, Nov. 1, 1952. © 29Oct52; KK79239.

Whatever happens, you're in good hands with Allstate auto insurance. Founded by Sears, famous for better value. Adv. from the Saturday evening post, June 28, 1952, p. 123. © 25Jun52; KK75561.

ALMAY.

Hypo-allergenic make-up; purity in cosmetics for all complexions even the most sensitive. cMake-up color charts; Folder. © Almay division of Schieffelin & Co., inc, d.b.a. Almay; 6Oct52; KK79540.

ALROSE CHEMICAL COMPANY ©.

Sequestrene. Ethylenediamine tetra acetic acid. (Chemicals) 54 p. Appl. author: Hyman W. Zussman. © 25Jul52; KK77842.

ALSTON STUDIOS, INC. ©.

Personal size Slate mount. (School photos) Card. © 4Nov52; KK79011.

School portraits of distinction by Alston. Pioneers of progress in school photography. (Album package photograph folio) Folder. © 18Sep52; KK78373.

School portraits of distinction by Alston. Pioneers of progress in school photography. (Portrait package photograph folio) Folder. © 18Sep52; KK78374.

ALTHEIMER AND BAER, INC. ©.

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All-Timer famous playground sturdy 1 1/4 inch all-steel gym set. Sheet. © 5Mar52; KK78127.

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All-Timer new-modern lazy Susan on wheels. Carousel server table complete with 5-section, 2-tone serving set. Sheet. © 26Jun52; KK78125.

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All-Timer professional home barber outfit. Electric hair clipper with tapering unit and comb. Sheet. © 21Jan52; KK78128.

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Famous Tommy Masters 8 piece golf set. All-Timer products. Sheet. © 20Jul52; KK78124.

Kessler Westchester model. 3 shot, bolt action, repeater 12 gauge shot gun. All-Timer products. Sheet. © 2Sep52; KK78134.

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Safety plus elegance with this All-Timer draw chain fireplace ensemble. Sheet. © 10Aug52; KK78122.

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- Flue-cured growers profit from tobacco extension work. Adv. from the Southern planter, Sept. 1952, p. 4. Appl. author: Carl Camenisch Advertising, inc. © 1Sep52; KK77317.
- Give cartons of Luckies this Christmas. Lucky Strike. (Cigarettes) Adv. from Woman's day, Dec. 1952, p. 43. Appl. author: Tessie M. Krause. © 26Nov52; KK80501.
- A good burley cure requires attention. (Tobacco) Adv. from Kentucky farmer, Aug. 1952, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Aug52; KK76902.
- Important announcement. College students prefer Luckies in nation-wide survey. Lucky Strike cigarettes. Adv. from C.C.N.Y. campus. Appl. author: Tessie M. Krause. © 10Oct52; KK79949.

In a cigarette, taste makes the difference ... so, be happy - go Lucky with Dorothy Collins. Lucky Strike cigarettes. Adv. from Wholesale tobacco distributors of New York, inc., 1952 year book. Appl. author: Tessie M. Krause. © 1Feb52; KK79058.

Luckies taste better. Lucky Strike cigarettes. Adv. from C.C.N.Y. main events. Appl. author: Tessie M. Krause. © 21Oct52; KK79947.

Luckies taste better. Lucky Strike cigarettes. Adv. from Forbes, Jan. 16, 1952, p. 2 of cover. Appl. author: Tessie M. Krause. © 12Jan52; KK76050.

Luckies taste better. Lucky Strike cigarettes. Adv. from the Jambar, Youngstown, Ohio. Appl. author: Tessie M. Krause. © 30Oct52; KK79940.

Luckies taste better, cleaner, fresher, smoother. Lucky Strike cigarettes. Adv. from Hershey Sports Hockey Arena program, 1952-53. Appl. author: Tessie M. Krause. © 10Oct52; KK80490.

Millions of hungry insects have big appetites for tobacco. (Tobacco research) Adv. from the Kentucky farmer, June 1952, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Jun52; KK74967.

Now see for yourself why Luckies taste better. Be happy - go Lucky. Lucky Strike cigarettes. [Pair of hands] Adv. from Baltimore Afro-American, July 22, 1952. Appl. author: Tessie M. Krause. © 22Jul52; KK80479.

Now see for yourself why Luckies taste better. Lucky Strike cigarettes. [Pair of hands] Adv. from Baltimore Afro-American, July 15, 1952, p. 11. Appl. author: Tessie M. Krause. © 15Jul52; KK80478.

Now see for yourself why Luckies taste better. Lucky Strike cigarettes. [Pair of hands] Adv. from Baltimore Afro-American, July 29, 1952. Appl. author: Tessie M. Krause. © 29Jul52; KK80480.

Now see for yourself why Luckies taste better. Lucky Strike cigarettes. [Pair of hands] Adv. from Baltimore Afro-American, Aug. 5, 1952. Appl. author: Tessie M. Krause. © 5Aug52; KK80481.

Now see for yourself why Luckies taste better. Lucky Strike cigarettes. [Pair of hands] Adv. from Baltimore Afro-American, Aug. 12, 1952. Appl. author: Tessie M. Krause. © 12Aug52; KK80482.

Now see for yourself why Luckies taste better. Lucky Strike cigarettes. [Pair of hands] Adv. from Detroit free press. Appl. author: Tessie M. Krause. © 8Jul52; KK79945.

Now see for yourself why Luckies taste better. Lucky Strike cigarettes. [Pair of hands] Adv. from Detroit times. Appl. author: Tessie M. Krause. © 5Aug52; KK79944.

Now see for yourself why Luckies taste better. Lucky Strike cigarettes. [Pair of hands] Adv. from Life, July 2, 1952. Appl. author: Tessie M. Krause. © 4Jul52; KK79942.

Now see for yourself why Luckies taste better. Lucky Strike cigarettes. [Pair of hands & cartoon] Adv. from Woman's day, Aug. 1952, p. 20. Appl. author: Tessie M. Krause. © 31Jul52; KK80215.

Plant bed irrigation gives tobacco better start. (Tobacco) Adv. from the Southern planter, Nov. 1952, p. 9. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Nov52; KK79759.

Profit column by Lucky. Lucky Strike cigarettes. Adv. from Vend, Sept. 1, 1952, p. 39. Appl. author: Tessie M. Krause. © 1Sep52; KK80216.

Retail reminders by Lucky. Get more sales from regular customers. Lucky Strike. Adv. from Chain store age, grocery ed., Oct. 1952, p. 63. (No. 5 of a ser.) Appl. author: Tessie M. Krause. © 30Sep52; KK79946.

Retail reminders, by Lucky. Lucky Strike cigarettes. Adv. from Chain store age, Nov. 1952. (No. 7 of a series) Appl. author: Tessie M. Krause. © 30Oct52; KK80487.

Retail reminders by Lucky. Sell large packages and multiple units. Lucky Strike cigarettes. Adv. from N.A.R.D. Journal, Apr. 7, 1952, p. 525. (No. 3 of a series) Appl. author: Tessie M. Krause. © 7Apr52; KK79071.

Retail reminders by Lucky. Today's grocery stores boost cigarette sales. Lucky Strike. Adv. from the Progressive grocer, Oct. 1952, p. 121. (No. 6 of a ser.) Appl. author: Tessie M. Krause. © 15Oct52; KK79936.

See Dorothy Collins, the sweetheart of Lucky Strike ... Be happy - go Lucky, in a cigarette, taste makes the difference ... Lucky Strike cigarettes. Adv. from N.A.T.D. coordinator magazine, May 1952. Appl. author: Tessie M. Krause. © 1May52; KK79070.

See for yourself why Luckies taste better. Be happy - go Lucky. Lucky Strike cigarettes. [Woman in evening dress, pair of hands] Adv. from Baltimore Afro-American, Oct. 7, 1952. Appl. author: Tessie M. Krause. © 7Oct52; KK80486.

See for yourself why Luckies taste better. Lucky Strike cigarettes. [Blonde woman in evening dress, pair of hands] Adv. from the Ogden, Utah, standard-examiner, Oct. 14, 1952. Appl. author: Tessie M. Krause. © 14Oct52; KK80492.

See for yourself why Luckies taste better. Lucky Strike cigarettes. [Head of woman] Adv. from Pittsburgh press, Appl. author: Tessie M. Krause. © 3Sep52; KK79939.

See for yourself why Luckies taste better. Lucky Strike cigarettes. [Man's face, pair of hands] Adv. from Baltimore Afro-American, Aug. 19, 1952. Appl. author: Tessie M. Krause. © 19Aug52; KK80483.

See for yourself why Luckies taste better. Lucky Strike cigarettes. [Man's face, pair of hands] Adv. from Ebony, Nov. 1952. Appl. author: Tessie M. Krause. © 10Oct52; KK80489.

See for yourself why Luckies taste better. Lucky Strike cigarettes. [Swimmers] Adv. from Pittsburgh press. Appl. author: Tessie M. Krause. © 9Sep52; KK79938.

See for yourself why Luckies taste better. Lucky Strike cigarettes. [Tennis player; female] Adv. from Pittsburgh press. Appl. author: Tessie M. Krause. © 17Sep52; KK79937.

See for yourself why Luckies taste better. Lucky Strike cigarettes. [Woman tennis player, pair of hands] Adv. from Baltimore Afro-American, Sept. 23, 1952. Appl. author: Tessie M. Krause. © 23Sep52; KK80485.

See for yourself why Luckies taste better. Lucky Strike cigarettes. [Woman's face, pair of hands] Adv. from Baltimore Afro-American, Sept. 2, 1952. Appl. author: Tessie M. Krause. © 2Sep52; KK80484.

See why Luckies taste better. For a cleaner, fresher, smoother smoke. Lucky Strike cigarettes. [Two women, pair of hands] Adv. from Time, Nov. 10, 1952, p. 4 of cover. Appl. author: Tessie M. Krause. © 6Nov52; KK80498.

See why Luckies taste better. Lucky Strike cigarettes. [Barbeque scene] Adv. from Life, Sept. 1, 1952. Appl. author: Tessie M. Krause. © 29Aug52; KK79941.

See why Luckies taste better. Lucky Strike cigarettes. Be happy - go Lucky. [Pair of hands] Adv. from Ebony, Sept. 1952. Appl. author: Tessie M. Krause. © 6Aug52; KK80488.

See why Luckies taste better. Lucky Strike cigarettes. [Man and woman, pair of hands] Adv. from the Ogden, Utah, standard-examiner, Sept. 30, 1952, p. 2. Appl. author: Tessie M. Krause. © 30Sep52; KK80491.

See why Luckies taste better. Lucky Strike cigarettes. [Man & woman with rakes] Adv. from Time, Oct. 6, 1952. Appl. author: Tessie M. Krause. © 2Oct52; KK80219.

See why Luckies taste better. Lucky Strike cigarettes. [Man with apron & bakers' cap] Adv. from Western family, Sept. 18, 1952, p. 2. Appl. author: Tessie M. Krause. © 18Sep52; KK80217.

See why Luckies taste better. Lucky Strike cigarettes. [Pair of hands] Adv. from Life, Aug. 4, 1952. Appl. author: Tessie M. Krause. © 1Aug52; KK79943.

See why Luckies taste better. Lucky Strike cigarettes. [Red gloves & cigarette] Adv. from Town & country, Nov. 1952, p. 2 of cover. Appl. author: Tessie M. Krause. © 31Oct52; KK80218.

See why Luckies taste better. Lucky Strike cigarettes. [Three hands] Adv. from Town and country, Oct. 1952. Appl. author: Tessie M. Krause. © 30Sep52; KK80499.

See why Luckies taste better, cleaner, fresher, smoother. Lucky Strike cigarettes. [Two women, pair of hands] Adv. from Playbill, Nov. 3, 1952. Appl. author: Tessie M. Krause. © 3Nov52; KK80494.

Students - make \$25.00. Write a Lucky Strike jingle. (Cigarettes) Adv. from Reporter, Rochester Institute of Technology, Sept. 19, 1952. Appl. author: Tessie M. Krause. © 19Sep52; KK79935.

Tobacco breeding defeats disease. (Tobacco research) Adv. from the Southern planter, July 1952, p. 9. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Jul52; KK75211.

AMERICAN TOBACCO COMPANY ©. Cont'd.

Tobacco crops are often made or ruined ... Plan now to prevent disease losses in 1953. Adv. from the Kentucky farmer, Nov. 1952, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Nov52; KK79303.

Tobacco extension work covers the whole year. Adv. from the Kentucky farmer, Dec., 1952, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Dec52; KK80076.

Winter cover crops can enrich tobacco land. (Tobacco) Adv. from the Kentucky farmer, Sept. 1952, p. 5. Appl. author: Carl Camenisch Advertising, inc. © The American Tobacco Co.; 1Sep52; KK77239.

AMERICAN TRANSMARINE COMPANY, INC. ©.

Drain-ette. The new space-saving dish drainer. Label. © 15Sep52; KK77699.

AMERICAN WOOD WINDOW INSTITUTE, INC.

The AWWI quality seal program is rolling. AWWI quality approved, double-hung wood window units ... Adv. from the Gulf coast lumberman, Nov. 15, 1952, p. 27. Appl. author: Erle Racey & Associates. © The American Wood Window Institute, inc.; 15Nov52; KK80287.

An important milepost, in wood window history. (Windows made of wood) Adv. from the Gulf coast lumberman, June 1, 1952, p. 35. Appl. author: Erle Racey & Associates. © The American Wood Window Institute, inc.; 1Jun52; KK75087.

A little thing to look for, a big thing to find. (Windows made of wood) Adv. from the Gulf Coast lumberman, Sept. 15, 1952, p. 27. Appl. author: Erle Racey & Associates. © The American Wood Window Institute, inc.; 15Sep52; KK78561.

Look for the AWWI seal. Everybody benefits by this new identification of a high quality, double-hung wood window unit. Adv. from the Gulf Coast lumberman, Aug. 15, 1952, p. 33. Appl. author: Erle Racey & Associates. © 15Aug52; KK77266.

See how good wood windows can be. Wood window units are your best buy, this year and every year. Folder. Appl. author: Erle Racey & Associates. © The American Wood Window Institute, inc.; 10ct52; KK78562.

Whatever the building job it pays to sell wood window units that bear this quality seal. Adv. from the Gulf coast lumberman, Oct. 15, 1952, p. 25. Appl. author: Erle Racey & Associates. © The American Wood Window Institute, inc.; 15Oct52; KK80288.

AMPLEX Manufacturing Company, subsidiary of Chrysler Corp. SEE Chrysler Corporation.

ANCIENT AGE DISTILLING COMPANY.

Smart dealers everywhere are making extra profits by featuring Ancient Age. (Straight bourbon whiskey) Adv. from Beverage analyst, May 1951, p. 23. Appl. author: William H. Weintraub & Co., inc. © Schenley Distillers, inc. also d.b.a. Ancient Age Distilling Co.; 1May51; KK75589.

Taste the Age in every sip ... and bring back the good old days ... Ancient Age whiskey. Adv. from

the Gonzales inquirer, Gonzales, Tex., 1952, p. 4. Appl. author: William H. Weintraub. © Schenley Distillers, inc., d.b.a. Ancient Age Distilling Co.; 31Oct52; KK79420.

The whiskey with age in its flavor, Ancient Age. Adv. from Beverage analyst, Apr. 1952, p. 4 of cover. Appl. author: Wm. H. Weintraub & Co., inc. © Schenley Distillers, inc., also d.b.a. Ancient Age Distilling Co.; 1Apr52; KK77661.

Why not treat yourself like a guest? Ancient Age is an impressive whiskey. Adv. from the Gonzales inquirer, Gonzales, Tex., Oct. 30, 1952, p. 6. Appl. author: William H. Weintraub. © Schenley Distillers, inc., d.b.a. Ancient Age Distilling Co.; 30Oct52; KK79422.

Wonder of the age. Here is a light touring car ... Ancient Age, the whiskey with age in its flavor. Adv. from the Pampa daily news, Pampa, Tex., Oct. 6, 1952, p. 5. Appl. author: William H. Weintraub. © Schenley Distillers, inc., d.b.a. Ancient Age Distilling Co.; 6Oct52; KK78635.

SEE ALSO Schenley Distillers, inc.

ANDERSON, JOHN W. ©.

Our pledge to you. You come to us as your dealer ... (Automotive products) Card. © 21Aug52; KK76980.

ANDERSON, MERRILL.

Fathers tell sons about the First National. KK80293. SEE Maco.

Hey, Christmas is here. KK80292. SEE Maco.

I feel silly not to have had a checking account long ago. KK78859. SEE Maco.

I just signed my first check. KK80295. SEE Maco.

Oh, what you said. KK78858. SEE Maco.

We enjoy young people here at the First National. KK80294. SEE Maco.

When girls wore hats like this ... KK80297. SEE Maco.

Your conscience has a cash value. KK80296. SEE Maco.

ANDERSON AND CAIRNS, INC.

Du Maurier, the most widely smoked filter tip cigarette in the world. SEE Peter Jackson (Overseas) Ltd.

ANDERSON COMPANY.

Anco Clear-Flex wiper blades. Model DL for dead-locker arms. (Windshield wiper blades) Label. © The Anderson Company; 21Aug52; KK76983.

Anco Clear-Flex wiper blades. Model FH for flat-hook arms. (Windshield wiper blades) Label. © The Anderson Company; 21Aug52; KK76984.

Anco rain master model RDL wiper blades. [1 pair] Label. © The Anderson Co.; 8Dec52; KK80402.

Anco rain master model RPH wiper blades. [1 pair] Label. © The Anderson Co.; 8Dec52; KK80403.

Anco rain master windshield wiper blades. Effective December 10, 1952. Form 04-0340. Sheet. © The Anderson Co.; 8Dec52; KK80406.

Anco Spot-Master. 40 friends, 2 for 1 package. (Rear view mirror for automobiles) Folder. © The Anderson Co.; 10ct52; KK78058.

Anco super-service windshield wiper arms. Model SS. Sheet. © The Anderson Company; 21Aug52; KK76987.

Clear-Flex windshield wiper blades. Sheet. © The Anderson Company; 21Aug52; KK76986.

Clear-Flex windshield wiper blades for flat-hook arms. Model FH [Anco] Label. © The Anderson Co.; 15Sep52; KK77440.

Dealer's delight; new Anco Clear-Flex windshield wiper blades. Folder. © The Anderson Co.; 21Aug52; KK77335.

Drive safer in storms ahead. Let us put on for you live rubber Anco wiper blades. Sheet. © The Anderson Company; 21Aug52; KK76985.

Here's the easy way to put on Anco windshield wiper arms. Folder. © The Anderson Co.; 10ct52; KK78059.

The hottest wiper story in years. New "one-shot" models FH and DL clear-flex blades. (Windshield wiper blades) Folder. © The Anderson Company; 21Aug52; KK76981.

Model DL [Anco] Clear-Flex windshield wiper blades for dead-locker arms. Label. © The Anderson Co.; 15Sep52; KK77439.

Model RDL rain master windshield wiper blades. [5 pairs] Label. © The Anderson Co.; 8Dec52; KK80404.

Model RPH rain master windshield wiper blades. [5 pairs] Label. © The Anderson Co.; 8Dec52; KK80405.

New distributor salesman's Anco "one-shot" pocket sales kit. Demonstrates new "one-shot" models FH and DL clear-flex blades. (Windshield wiper blades) Envelope. © The Anderson Company; 21Aug52; KK76982.

New profit-rich models, Anco Clear-Flex [windshield] wiper blades. Folder. © The Anderson Co.; 9Oct52; KK78183.

Now Anco rain master wiper blades with one-shot coupler get you more Anco non-stop profits. Broadside. © The Anderson Co.; 8Dec52; KK80407.

ANDREADIS, C. A.

King Othon coffee. KK76148. SEE Tudor House Coffee Corporation.

ANDREWS, George W. SEE Andrews Manufacturing Company.

ANDREWS MANUFACTURING COMPANY ©.

Different, Andrews E-Z start Neoprene ignition cable sets with the new moulded-on terminal boot. (Automotive parts) Folder. Appl. author: George W. Andrews. © 8Aug52; KK79705.

ANEMOSTAT CORPORATION OF AMERICA ©.

Anemostat draftless aspirating air diffusers. Folder. Appl. author: Gilbert S. Carpenter. © 30Sep52; KK78680.

ANTELL (CHARLES) INC. ©.

Just one minute. Charles Antell formula 9 and shampoo, the only shampoo with genuine lanolin ... Adv. from Life, Nov. 3, 1952, p. 124. © 31Oct52; KK80460.

Nothing to stand on. Charles Antell formula 9 and shampoo, the only shampoo with lanolin beauty aids. Adv. from the Saturday evening post, Nov. 29, 1952, p. 59. © 26Nov52; KK80459.

ANTI-HYDRO WATERPROOFING COMPANY ©.
Concrete floors subjected to water pressure from below. Anti-Hydro. (Waterproofing liquid) Sheet. Appl. author: Mortimer Meyer. © 14Nov52; KK80564.

Concrete waterproofing specification. Anti-Hydro. (Waterproofing liquid) Sheet. Appl. author: Mortimer W. Meyer. © 14Nov52; KK80568.

Descriptive specifications; guaranteed, hard, non-dusting and waterproof cement floors. Anti-Hydro. (Waterproofing liquid) Sheet. Appl. author: Mortimer W. Meyer. © 14Nov52; KK80565.

Descriptive specifications; guaranteed waterproof concrete. Anti-Hydro. (Waterproofing liquid) Sheet. Appl. author: Mortimer W. Meyer. © 14Nov52; KK80566.

Get extra sales. Bigger profits ... use these powerful, sales-building free ad mats on Anti-Hydro. (Waterproofing materials) Folder. Appl. author: Mortimer W. Meyer. © 14Nov52; KK80563.

Monolithic non-dusting concrete floor specifications. Anti-Hydro. (Waterproofing liquid) Sheet. Appl. author: Mortimer W. Meyer. © 14Nov52; KK80567.

Non-dusting concrete floor topping specifications. Anti-Hydro. (Waterproofing liquid) Sheet. Appl. author: Mortimer W. Meyer. © 14Nov52; KK80569.

AP PARTS CORPORATION.

Don't let your engine get old this winter. Miracle Power puts the "purr-r-r" in engine performance. (Oil additive) Adv. from Popular mechanics, Nov. 1952, p. 299. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 1Nov52; KK80421.

Farmers want Miracle Power because it reduces engine wear. Adv. from Implement & tractor, Aug. 2, 1952, p. 46-47. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 2Aug52; KK80001.

If you're a stop and go driver use Miracle Power. Save your car, it may have to last a long time. (Additive) Adv. from the Saturday evening post. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 20Sep52; KK80004.

Maybe you've got the wrong idea. Miracle Power treats the engine, not the oil. (Oil additive) Adv. from Southern automotive journal, Oct. 1952, p. 124-125. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 10Oct52; KK80423.

The Push-button lubrication twins that save time, eliminate breakdowns. Adv. from Automotive news, Sept. 15, 1952, p. 32. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 15Sep52; KK80002.

Quick starting, smooth running engines, even if not used often. Miracle Power puts the purr-r-r in engine performance. Adv. from Farm equipment retailing, Sept. 1952, p. 16-17. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 1Sep52; KK80006.

Racers prove lubricating value of colloidal synthetic graphite. To save your care use Miracle Power. (Additive) Adv. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 1Nov52; KK79334.

Save your farm machines. Miracle Power. (Lubrication for engines) Adv. from Farm journal, Sept. 1952, p. 63. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 10Sep52; KK78385.

Save your farm machines. Use Miracle Power. (Oil additive) Adv. from Farm journal, Sept. 1952. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 1Sep52; KK80420.

Sell Miracle Power for easier winter starting. (Oil additive) Adv. from Automotive news, Oct. 13, 1952. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 13Oct52; KK80422.

Speed champs improve engine performance with Miracle Power. (Additive) Adv. from the Saturday evening post, Nov. 22, 1952, p. 129. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 22Nov52; KK80003.

Use Miracle Power to increase compression. Adv. from Transportation supply news, Sept. 1952, p. 3. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 1Sep52; KK80005.

Your car investment is bigger than ever. Protect with Miracle Power. (Additive) Adv. from Colliers, Aug. 30, 1952, p. 4. Appl. author: Gus H. Bobertz. © The AP Parts Corp.; 30Aug52; KK77840.

APPEL, ROBERT E.
Topsol. KK74941. SEE Pitman (Harold M.) Company.

APPLGATE ADVERTISING AGENCY.
Amazing new "food-saver" takes Pittsburgh by storm. KK77028. SEE Ball Brothers Company.

Ball Dome lids are home-canning insurance. KK75242. SEE Ball Brothers Company.

Blue ribbon performance, always. SEE Overhead Door Corporation.

Can with confidence, demand Ball Dome lids. SEE Ball Brothers Company.

End canning guesswork. KK75241. SEE Ball Brothers Company.

First to create a sectional upward-acting garage door. SEE Overhead Door Corporation.

First to develop inclined tracks and hinges of graduated height for weathertight closure. SEE Overhead Door Corporation.

First to use a torsion-type spring counterbalance on a sectional wood door - 1926. KK80398. SEE Overhead Door Corporation.

For premium protection of your home-canned foods use Ball jars and Ball Dome lids. KK77446. SEE Ball Brothers Company.

For the right move call your North American agent. KK78587. SEE North American Van Lines, inc.

Home canners, be sure of a seal. KK77030. SEE Ball Brothers Company of California, inc.

Home canning hints, by Lucina Ball. SEE Ball Brothers Company.

Meat freezing and canning made easy. KK78970. SEE Ball Brothers Company.

Modern living, at its best. KK78586. SEE National Homes Corporation.

More hints for home canners, by Lucina Ball. SEE Ball Brothers Company.

National Homes, nation's largest producers of quality homes at thrift prices. KK75249. SEE National Homes Corporation.

National homes scoops entire building field with exciting new 1953 models. KK78585. SEE National Homes Corporation.

New Ball freezer and refrigerator jars. KK76967. SEE Ball Brothers Company of California, inc.

New, Ball freezer jars. SEE Ball Brothers Company of California, inc.

New easy ways to put up culls! KK78584. SEE Ball Brothers Company.

Of course you can with the modern Ball Dome lid. KK78029. SEE Ball Brothers Company of California, inc.

Only Overhead Door Corporation and its manufacturing divisions make Overhead Door. KK75243. SEE Overhead Door Corporation.

Proper padding prevents mars and scratches when ... KK77478. SEE North American Van Lines, inc.

Save every jar you can. KK75673. SEE Ball Brothers Company.

See this spectacular 3 bedroom ranch type home during the parade of homes. KK77479. SEE National Homes Corporation.

See this spectacular 3-bedroom ranch-type home now. KK77971. SEE National Homes Corporation.

Sensational restyling outside and in provides modern living at its best! KK78990. SEE National Homes Corporation.

31 years of experience produce a lot of firsts. KK77480. SEE Overhead Door Corporation.

Thrifty ideas for home canners by Lucina Ball. SEE Ball Brothers Company.

Today's most spectacular home-buy. KK76960. SEE National Homes Corporation.

Zinc caps. KK75674. SEE Ball Brothers Company.

ARCADY FARMS MILLING COMPANY ©.

Arcady five point calf feeding program. (Feeds) Folder. Appl. author: Biddle Co. © 1Jun52; KK78257.

Arcady five point hog program. (Feeds) Folder. Appl. author: Biddle Co. © 1Sep52; KK78260.

Arcady five-point poultry program. (Feeds) Folder. Appl. author: Biddle Co. © 1May52; KK78258.

Arcady five-point turkey program. (Feeds) Folder. Appl. author: Biddle Co. © 1May52; KK78259.

Arcady turkey breeding program. (Feeds) Folder. Appl. author: Biddle Co. © 1Aug52; KK79620.

Emulsification has a double purpose in these great feeds. Arcady feeds. Folder. Appl. author: Biddle Co. © 15Jul52; KK77372.

Now the next logical step to Purdue's amazing cattle supplement A, ready mixed Arcady cattle supplement A. Folder. Appl. author: Biddle Co. © 1Sep52; KK79619.

Read the amazing facts about Arcady sweet mixing feed. Folder. Appl. author: Biddle Co. © 3Mar52; KK75543.

Turkey broiler program. Arcady. (Feeds) Folder. Appl. author: Biddle Co. © 1Apr52; KK75544.

ARCON LEATHER PRODUCTS MANUFACTURING COMPANY.

Bon Voyage, the finest luggage tags. Card. © Arcon Leather Prod. Mfg. Co. (Arthur D. Cohn); 15Mar52; KK77507.

ARDALT, INC. ©.

Fabulous imports. (China lamp bases, ash trays, cups and saucers) Sheet. Appl. author: Leon A. Arditti. © 10Jun52; KK77828.

Fabulous imports. Profilic. (China figurines, plates, ash trays, etc.) Sheet. Appl. author: Leon A. Arditti. © 10Jun52; KK75591.

Lenwile china Lil' Darlin's. (China figurines) Sheet. Appl. author: Leon A. Arditti. © 15Aug52; KK76760.

Lenwile china Verithin eggshell. (China ash trays, ink stands, etc.) Sheet. Appl. author: Leon A. Arditti. © 15Jul52; KK75662.

Lenwile china Verithin, the thinnest china made. (China figurines) Sheet. Appl. author: Leon A. Arditti. © 10Aug52; KK76761.

ARDITTI, Leon A. SEE Ardalt, inc.

ARENS, EGMONT.

Betsy Ross. Best for the whole famlee. KK75367. SEE Long (W. E.) Company.

Nissen's Old Home. Best for the whole famlee. KK75368. SEE Long (W. E.) Company.

ARENSON, Emmett, d.b.a. Arenson's. SEE Arenson's.

ARENSON'S.

You can take it with you. Whopper hamburgers. Card. © Emmett Arenson, d.b.a. Arenson's; 25Jul52; KK77164.

ARKANSAS COMPANY, INC. ©.

The invisible umbrella, Hydro-Pruf. (Water repellent compound) Label. © 3Jun52; KK77217.

ARKELL SAFETY BAG COMPANY ©.

Introducing "Stretch," ArkSAFE's crinkled kraft papers salesman. Adv. from the Paper and twine Journal, Aug. 1952, p. 4. Appl. author: James J. Goodwin. © 4Aug52; KK77205.

ARMBRECHT, HOWARD R.

Follow these simple instructions for proper fitting of Crawford Kozy-Nook ... SEE Crawford Manufacturing Company, inc.

ARMOUR AND COMPANY ©.

Dave Garroway says, let me buy your first bar of Dial soap. (Color drawing of Garroway, Dial soap, and man under shower) Adv. from Puck, comic weekly (Chicago herald-American), June 8, 1952, p. 8. Appl. author: Catherine M. Haynie. © 8Jun52; KK75549.

Keeps you fresh round the clock. Dial soap removes the cause of perspiration odor. (Main illus. shows girl in tub. Second illus. shows large bar of Dial soap) Adv. from Puck, the comic weekly (Chicago herald-American), Aug. 3, 1952, p. 2. Appl. author: Catherine M. Haynie. © 3Aug52; KK76529.

Last call. Who's your choice for President? Hurry, enter Dial soap's \$40,000 citizenship contest. Adv.

from Puck comic weekly, Chicago herald-American, Oct. 19, 1952, p. 2. Appl. author: Catherine M. Haynie. © 19Oct52; KK80463.

No matter how much you perspire, you need never offend. Dial soap removes the cause of perspiration odor. Adv. from Chicago herald-American, July 20, 1952, p. 4. Appl. author: Catherine M. Haynie. © 20Jul52; KK76067.

Who's your choice for President? (Main illus. explains Dial soap \$40,000 citizenship contest ... prizes offered to finish sentence: I'm for ... President because ...) Adv. from Chicago herald-American, Sept. 21, 1952, p. 7. Appl. author: Catherine M. Haynie. © 21Sep52; KK77830.

Wonderful way to start your day. Dial soap removes the cause of perspiration odor. (Girl under shower; large bar Dial soap) Adv. from Puck comic weekly (Chicago herald-American), July 6, 1952, p. 3. Appl. author: Catherine M. Haynie. © 6Jul52; KK75819.

ARMSTRONG CORK COMPANY ©.

Floors and walls. 1953 ed. 39 p. © 30Oct52; KK78975.

Industrial insulations. Armstrong's. 31 p. © 27Oct52; KK78941.

20 do-it-yourself kitchen ideas. (Quaker floor and wall covering) Pamphlet. © 7Jul52; KK75130.

ARNDT (JOHN FALKNER) AND COMPANY, INC.

Dress your home as attractively as yourself. KK80354. SEE Belrug Mills, inc.

Media, the name to remember when you think of unusual paper napkins. KK75775. SEE Aatell and Jones, inc.

Perspective by Drexel. KK75963. SEE Drexel Furniture Company.

Real clay tile. KK79501. SEE American-Olean Tile Company.

Value, variety, versatility, in Alsace. KK75494. SEE Drexel Furniture Company.

Value, variety, versatility in Chatham Court. KK75184. SEE Drexel Furniture Company.

Value, variety, versatility, in Travis Court. KK75183. SEE Drexel Furniture Company.

ARNOLD BAKERS, INC. ©.

All-purpose stuffin'. Net weight 8 ozs. Arnold. Label. © 27Oct52; KK78952.

Arnold brick oven loaf. Net weight 1 lb. (Bread) Label. © 15Sep52; KK78428.

Arnold home-brown-style crusty egg rolls. Net wt. 6 oz. Label. © 15Sep52; KK78429.

Brick Oven butter parkers. Nine rolls. Net wt. 6 ozs. Label. © 22Sep52; KK78089.

Buttermilk rye. Small family loaf. Arnold. Net weight 10 oz. (Bread) Label. © 27Oct52; KK79003.

Home-brown style. Enriched rolls. Net wt. 6 ozs. Arnold. Label. © 13Oct52; KK78950.

P'nut butter cookies. Net weight 8 oz. Arnold. Label. © 15Oct52; KK78951.

ARROWHEAD AND PURITAS WATERS, INC. ©.

Fight tooth decay the Puritas way.

Puritas drinking water fortified with Fluorine. One gallon bottles. Display card. Appl. author: Robert S. Suttle. © 22Oct52; KK80394.

ASBESTOS MANUFACTURING COMPANY ©.

How many horses does it take to stop your car? Amco brake lining stops your car safely. Poster. Appl. author: James E. Bradley. © 10Oct52; KK79294.

ASCO MANUFACTURING COMPANY.

Furniture quality bilt. Label. © Asco Manufacturing Company, A.S. Cox, owner; 1Aug52; KK76706.

Look to Asco for quality. (Furniture) Sheet. © Asco Manufacturing Co., A.S. Cox, owner; 1Aug52; KK76705.

Rumpus yard, quality bilt. (Baby play pen) Label. © Asco Manufacturing Co., A. S. Cox, owner; 1Aug52; KK76707.

ASH SIGNS ©.

Special [Space for adv. encircled by red line] Poster. Appl. author: Ronald Murgatroyd Russell. © 1May52; KK76998.

ASSOCIATED ADVERTISERS.

Auto Ad-Vice. Ser. C. (Advertising mats & pictures) 2 sheets. Appl. author: Peter Van Thein. © Associated Advertisers; 1Apr52; KK75380.

Going to town with Penny Wise at King's market. (Food advertising) Sheet. © Peter Van Thein, owner of Associated Advertisers; 26May52; KK78327.

ASSOCIATED FOODS.

Everkrisp popato chips. Net wt. 4 oz. Label. © Gustaf Schreiber & Lillian Schreiber, d.b.a. Associated Foods; 21Jan52; KK76502.

ASSOCIATED SPRING CORPORATION. BARNES-GIBSON-RAYMOND DIVISION ©.

Are you suffering from billion-itis? Just how big is a billion anyway? (Springs) Folder. Appl. author: Raymond G. Kissinger. © 30Oct52; KK78315.

ASTOR, Ara E. and Marilyn Astor, a partnership composing The Pilaf Company of California. SEE Pilaf Company of California.

ASTOR, Marilyn and Ara E. Astor, a partnership composing The Pilaf Company of California. SEE Pilaf Company of California.

ASTROL COMPANY ©.

Astrol curio catalog number 8. 12 p. Appl. author: Leroy Perry. © 8Sep52; KK80619.

Old Indian type medicinal tea. Label. Appl. author: Leroy Perry. © 8Sep52; KK80620.

ATLANTIC-PACIFIC MANUFACTURING CORPORATION ©.

Lyman boat cushions for 13 ft. outboard ... Folder. Appl. author: Clarence Skoldberg. © 22May52; KK75746.

Neptune no-chafe mooring sleeve. (Protective covering for rope, chain or wire) Sheet. Appl. author: Clarence Skoldberg. © 28Jul52; KK75688.

The rubber cork canvas boat fender. APCO products. Folder. Appl. author: Clarence Skoldberg. © 22May52; KK75745.

ATLAS MINERAL PRODUCTS COMPANY ©.
Ampcoflex a self-supporting material for corrosion-proof construction. Rigid polyvinyl chloride. Folder. Appl. author: Raymond B. Seymour. © 60Oct52; KK78518.

Atlustavon for steel vessels, Atlustiseal for concrete tanks. Atlas corrosion-proof linings. Folder. Appl. author: Edison C. Sickman. © 7Feb52; KK75676.

Corrosion-proof cements, for acids, alkalies, solvents, greases ... Atlas. 11 p. Appl. author: Edison C. Sickman. © 23Jun52; KK75678.

JC-60 plastic base sewer joint compound stops roots. Protect your investment in a sewer system. Folder. Appl. author: Edison C. Sickman. © 11Jul52; KK75677.

ATLAS SUPPLY COMPANY ©.

Charged with power for quick starts. Atlas tires, batteries, accessories. Adv. from Country gentleman, Sept. 1952. Appl. author: McCann-Erickson, inc. © 27Aug52; KK77540.

I drive the tournament circuit on Atlas tires, says Julius Boros. Adv. from the Saturday evening post, Aug. 16, 1952, p. 7. Appl. author: McCann-Erickson, inc. © 13Aug52; KK77541.

No wonder a woman feels safer riding on Atlas tires says Mrs. Frank W. Wilson. Adv. from the Saturday evening post, July 19, 1952, p. 93. Appl. author: McCann-Erickson, inc. © 16Jul52; KK77542.

Products, specifications, 1952. Atlas tires, batteries, accessories. 212 p. Appl. author: John L. Briggs, jr. © 8Aug52; KK79500.

Service catalog; Atlas tires, batteries, accessories. Rev. ed. 127 p. Appl. author: John L. Briggs. © 15Mar52; KK76396.

Shoeing the horseless carriage; the story of rubber and tires. Atlas tires. 56 p. Appl. author: Russell Eggert. © 15May52; KK76395.

Wherever you come from, wherever you're going. Atlas tires, batteries, accessories. Adv. from the Saturday evening post, June 21, 1952. Appl. author: McCann-Erickson, inc. © 18Jun52; KK77539.

ATTERMAYER, ALBERT ©.

Mr. Albert presents his new fashion cut. (Haircut and permanent wave) Adv. © 25Mar52; KK75279.

ATWOOD, C. N.

Boost broiler production 3 ways. KK78208. SEE Western Condensing Company.

Boost egg, meat production 3 ways. KK76478. SEE Western Condensing Company.

Starting now. KK76477. SEE Western Condensing Company.

AUTO-BET COMPANY.

Kids love to play Auto-Bet. (Game) Adv. from Children's activities, June 1952, p. 45. © Arthur F. Marquette, d.b.a. Auto-Bet Co.; 26May52; KK75098.

Kids love to play Auto-Bet. (Game) Label. © Arthur F. Marquette, d.b.a. Auto-Bet Co.; 26May52; KK75099.

AUTO SPECIALTIES MANUFACTURING COMPANY ©.

The stopping story. (Ausco double-disc brakes) Pamphlet. Appl. author: Van Auken, Ragland & Stevens. © 14Nov52; KK80028.

AUTOCLAVE ENGINEERS, INC. ©.

High pressure Autoclaves, valves and fittings. Catalog 200. (Research equipment) 52 p. Appl. author: Fred Gasche. © 8Dec52; KK80311.

High pressure pumps, hand and motor driven. Autoclave. (Research equipment) 3 p. (Bull. 3152) Appl. author: Fred Gasche. © 20Aug52; KK76818.

AUTOMATIC COMBUSTION EQUIPMENT COMPANY, INC. ©.

Our customer is the most important person ever in this plant, in person or by mail. (Steam generation equipment) Poster. Appl. author: Harry K. Clark. © 15Jun52; KK80426.

Proposal for _____. Complete steam generation for industry. Folder. Appl. author: Harry K. Clark. © 15Jul52; KK80427.

AUTOMATIC ELECTRIC COMPANY ©.

These inside telephone systems create new operating efficiency in buildings of every type. P-A-X business telephone systems. Folder. © 26Nov52; KK80179.

AUTOMOTIVE ENTERPRISES, INC. ©.

Factory rebuilt voltage regulators; comparative code number chart, passenger car guide. Folder. © 7Jul52; KK76397.

AUTOSITE COMPANY.

The sunglass for your car. Autosite. (Inside auto visor) Label. © The Autosite Co., Howard N. Jacobson, sole owner; 2Sep52; KK77251.

AVCO MANUFACTURING CORPORATION ©.

A care-free kitchen is the heart of your home, so set your heart on Crosley. (Kitchen appliances) Adv. from Retailing daily, Oct. 27, 1952, p. 58. Appl. author: Benton & Bowles, inc. © 27Oct52; KK79647.

AVCO MANUFACTURING CORPORATION.

CROSLEY DIVISION ©.
Radio service information. Crosley. (Radio receiving sets) Appl. author: Walter F. Henize. Bull. no. 448. © 30Oct52; KK78925.
Bull. no. 446. © 28Jul52; KK77000.

Bull. no. 447. © 30Aug52; KK77689.

Bull. no. 449. © 9Oct52; KK78643.

Bull. no. 451. © 13Nov52; KK80154.

Television service information. Crosley. (Television receivers) Appl. author: Walter F. Henize. Bull. no. 444. © 16Jun52; KK75569.

TV Service-reminder. Crosley. (Television receivers) Pamphlet. Appl. author: Robert Youger. © 11Jun52; KK75273.

AVERILL, ESTHER ©.

Merry Christmas from Jenny Linsky. The Jenny books. Card. © 60Oct52; KK79276.

AVON COSMETICS ©.

Avon colognes are so refreshingly fragrant. Ella Raines. (Cosmetics)

Adv. from Good housekeeping, June 1952, p. 149. Appl. author: Monroe F. Dreher, inc. © 15May52; KK77980.

I love the quality of Avon. Linda Darnell. (Cosmetics) Adv. from Good housekeeping, Aug. 1952, p. 123. Appl. author: Monroe F. Dreher, inc. © 15Jul52; KK77986.

I love to choose cosmetics the Avon way. Irene Dunne. Adv. from Good housekeeping, July 1952, p. 149. Appl. author: Monroe F. Dreher, inc. © 15Jun52; KK77987.

It's so easy to choose Avon cosmetics just right for your needs. Barbara Bel Geddes. Adv. from Good housekeeping, May 1952, p. 149. Appl. author: Monroe F. Dreher, inc. © 15Apr52; KK77989.

AYER, NATALIE ©.

Astro-Scents. (Cosmetics) Label. © 8Oct52; KK80444.

B

B. S. F. and D.

All you want in your dream kitchen is here! KK79105. SEE Mullins Manufacturing Corporation.

Boletin Hudson; para todos los que están interesados en mejores automóviles. KK79107. SEE Hudson Motor Car Company.

Check this timesaving, work-saving ideal against your present kitchen. KK75545. SEE Mullins Manufacturing Corporation.

The house with a Youngstown kitchen is worth more. KK75100. SEE Mullins Manufacturing Corporation.

Hudson bulletin; for everyone interested in the best in motoring. KK79106. SEE Hudson Motor Car Company.

Kitchen planning on a small budget. KK78103. SEE Mullins Manufacturing Corporation.

Now counter magic for your kitchen. KK79104. SEE Mullins Manufacturing Corporation.

See the latest advances in modern living in National Home Week exhibit homes ... KK76857. SEE Mullins Manufacturing Corporation.

Youngstown Kitchens. SEE Mullins Manufacturing Corporation.

Your dream kitchen costs less than you'd think. KK7814. SEE Mullins Manufacturing Corporation.

BABEE-TENDA CORPORATION.

A big money-making opportunity awaits you, selling Babee-Tenda. (Baby furniture) Folder. Appl. author: Cora Geiger Newald. © The Babee-Tenda Corp.; 24Sep52; KK78045.

How to keep baby from underfoot when you're busy. Babee-Tenda. (Infant furniture) Adv. Appl. author: Cora Geiger Newald. © The Babee-Tenda Corp.; 10Oct52; KK78311.

You could keep baby safe like this, but it's easier the Babee Tenda way. (Infant furniture) Adv. Appl. author: Cora Geiger Newald. © The Babee-Tenda Corp.; 1Nov52; KK80080.

BABSON BROTHERS COMPANY ©.

Let's get the cows up off the floor. The Surge milker stall ... Adv. from Successful farming, Mar. 1952, p. 138. Appl. author: Ross Roy, inc. © 20Feb52; KK76449.

- BABSON BROTHERS COMPANY ©.** Cont'd.
Surge teat cups don't creep. Milk with genuine Surge Tug & Pull. (Milking machines) Adv. from Farm Journal, Mar. 1952, p. 4 of cover. Appl. author: Ross Roy, inc. © 18Feb52; KK76448.
- BACHARACH INDUSTRIAL INSTRUMENT COMPANY ©.**
Engineered for General Motors Diesels. Bacharach injector test set for GM 71 injectors. Sheet. © 3Nov52; KK79696.
FloRite air velocity meter. Bulletin 809. Pamphlet. © 21Jul52; KK77002.
FloRite air velocity meter, indispensable for balancing the air distribution systems of heating, cooling, and ventilating installations. Bulletin 806. Folder. © 21Jul52; KK76385.
Fyrite, for quick, accurate, direct oxygen analysis. Leaflet 804. (Scientific instrument) Sheet. © 21Jul52; KK76386.
- BACK, Charles S., Laurel M. Back, James M. Back, & Virginia L. Back,** comprising a copartnership Back-O-Tool Company. SEE Back-O-Tool Company.
- BACK, James M., Laurel M. Back, Charles S. Back, & Virginia L. Back,** comprising a copartnership Back-O-Tool Company. SEE Back-O-Tool Company.
- BACK, Laurel M., James M. Back, Charles S. Back & Virginia L. Back,** comprising a copartnership Back-O-Tool Company. SEE Back-O-Tool Company.
- BACK, Virginia L., Laurel M. Back, James M. Back & Charles S. Back,** comprising a copartnership Back-O-Tool Company. SEE Back-O-Tool Company.
- BACK-O-TOOL COMPANY.**
Bullseye metal pick for automobile body, fender repair, general sheet metal work. Pamphlet. © Back-O-Tool Co., a copartnership comprising Laurel M. Back, James M. Back, Charles E. Back, Virginia L. Back; 14Mar51; KK76716.
- BACORN, Raynesford P., d.b.a. Twinkle Products Co.** SEE Twinkle Products Company.
- BAILEY, ROBERT NEAL.**
Freeman's carbolyzed zinc ointment. KK76184. SEE F. L. F. Products Company.
- BAILEY, GREEN AND ELGER, INC. ©.**
But on buttons we agree it's B. G. E. Originales. Adv. from Vogue pattern book, autumn-winter 1952, p. 8. Appl. author: Monroe F. Dreher, inc. © 9Sep52; KK77750.
Button beauties in chalk white B. G. E. Originales. Adv. from Notion and novelty review, May 1952, p. 2. Appl. author: Monroe F. Dreher, inc. © 20Apr52; KK77751.
Button news from Paris. B. G. E. Originales. Adv. from Notion and novelty review, June 1952, p. 2. Appl. author: Monroe F. Dreher, inc. © 20May52; KK77752.
New fall shapes in B. G. E. Originales. (Buttons) Adv. from Notion and novelty review, Aug. 1952, p. 2. Appl. author: Monroe F. Dreher, inc. © 20Jul52; KK77754.
- New imports from Europe. See the sparkling selection of new B. G. E. Originales. (Buttons) Adv. from Notion and novelty review, July 1952, p. 2. Appl. author: Monroe F. Dreher, inc. © 20Jun52; KK77753.
- BAKER, FRED W.**
Harris impressions. SEE Harris-Seybold Company.
- BAKER (HERB) ADVERTISING AGENCY.**
Luxuria Celanese satin comforter, 100 o/o new wool. KK75210. SEE Sloan (Albert E.) inc.
O-h-h-h. What a wonderful gift. KK75328. SEE Sloan, Albert E.
This entire folder is full of exciting shopper specials. KK75327. SEE Sloan, Albert E.
Wear-Ever 50th anniversary celebration value. KK75329. SEE Sloan, Albert E.
- BAKER (LYNN) INC.**
See what it means, to be a Puss'n Boots cat? KK77079. SEE Quaker Oats Company. Coast Fisheries Division.
- BAKERS ASSOCIATES, INC. ©.**
Miss Nineteen bread. Net weight 16 ounces. Label. Appl. author: Ernest H. Goldsmith. © 26Sep52; KK78783.
Peter Wheat white enriched bread. I'm plenty proteen bringing you ... Label. Appl. author: Ernest H. Goldsmith. © 30Oct52; KK78718.
- BAKERS RESEARCH BUREAU ©.**
Tip-Top stars of baseball. Enriched Tip-Top is better bread. Folder. Appl. author: Robert L. Weil. © 20Jun52; KK74926.
- BALDWIN LIMA HAMILTON CORPORATION ©.**
Testing topics. (Industrial testing equipment) 12 p. Apr.-June 1951. © 17Jul51; KK77386.
- BALE PIN COMPANY ©.**
Order early. Class pins. (School and club emblem jewelry) Folder. © 25Sep52; KK78015.
- BALL BROTHERS COMPANY ©.**
Amazing new "food-saver" takes Pittsburgh by storm. Ball. (Freezer jar) Adv. from the Pittsburgh press, Aug. 21, 1952, p. 6. Appl. author: Applegate Advertising Agency. © 21Aug52; KK77028.
Ball Dome lids are home-canning insurance. Positive touch-test seal. (Home-canning jars and Dome lids) Adv. from the Randolph County news, Ridgeville, Ind., July 4, 1952, p. 2. Appl. author: Applegate Advertising Agency. © 4Jul52; KK75242.
Can with confidence, demand Ball Dome lids. Adv. from the Randolph County news, June 20, 1952, p. 5. Appl. author: Applegate Advertising Agency. © 20Jun52; KK75313.
Can with confidence, demand Ball Dome lids. (Home canning jars and Dome lids) Adv. from the Ellsworth reporter, June 5, 1952, p. 3. Appl. author: Applegate Advertising Agency. © 5Jun52; KK74932.
End canning guesswork. Demand Ball Dome lid with positive touch-test seal. (Home-canning jars and Dome lids) Adv. from the Randolph County news, Ridgeville, Ind., June 27, 1952, p. 4. Appl. author: Applegate Advertising Agency. © 27Jun52; KK75241.
For premium protection of your home-canned foods use Ball jars and Ball Dome lids. Adv. from Woman's Home Companion, Sept. 1952, p. 121. Appl. author: Applegate Advertising Agency. © 22Aug52; KK77446.
Home canning hints, by Lucina Ball. Home canning is home saving ... (Home canning jars & Dome lids) Adv. from American agriculturist, July 5, 1952, p. 20. Appl. author: Applegate Advertising Agency. © 5Jul52; KK76135.
Home canning hints by Lucina Ball. Home canning is home saving ... (Home canning jars & Dome lids) Adv. from Newcomerstown news, July 17, 1952, p. 7. Appl. author: Applegate Advertising Agency. © 17Jul52; KK75671.
Home canning hints, by Lucina Ball. Home canning is home saving ... (Home canning jars, Dome lids and freezer jars) Adv. from California farmer, June 28, 1952, p. 656. Appl. author: Applegate Advertising Agency. © 28Jun52; KK75233.
Meat freezing and canning made easy. (All-purpose freezer jars) Folder. Appl. author: Applegate Advertising Agency. © 31Oct52; KK78970.
More hints for home canners by Lucina Ball. (Canning equipment) Adv. from Prairie farmer, Aug. 2, 1952, p. 49. Appl. author: Applegate Advertising Agency. © 2Aug52; KK76969.
More hints for home canners by Lucina Ball. (Canning equipment) Adv. from the Arcola record-herald, Aug. 14, 1952, p. 11. Appl. author: Applegate Advertising Agency. © 14Aug52; KK76968.
More hints for home canners by Lucina Ball. (Canning jars and Dome lids) Adv. from American agriculturist, Aug. 16, 1952, p. 36. Appl. author: Applegate Advertising Agency. © 16Aug52; KK77129.
More hints for home canners, by Lucina Ball. Tomatoes and peaches lead in home canning ... (Home canning jars and Dome lids) Adv. from Farm and ranch, southern agriculturist, July, 1952, p. 26. Appl. author: Applegate Advertising Agency. © 12Jun52; KK75230.
New easy ways to put up culls! Freeze or can 'em in amazing new all-purpose freezer jars. (Refrigerator and freezer jars & dome lids) Adv. from Poultry tribune, Oct. 1952, p. 48. Appl. author: Applegate Advertising Agency. © 25Sep52; KK78584.
Save every jar you can. Use Ball Dome lids. (Home canning jars & Dome lids) Adv. from the Randolph County news, July 11, 1952, p. 2. Appl. author: Applegate Advertising Agency. © 11Jul52; KK75673.
Thrifty ideas for home canners by Lucina Ball. (Canning equipment) Adv. from the Arkansas farmer, Aug. 1952, p. 15. Appl. author: Applegate Advertising Agency. © 1Aug52; KK76970.
Thrifty ideas for home canners, by Lucina Ball. (Canning jars, dome lids, zinc lids) Adv. from Successful farming, Sept. 1952, p. 24. Appl. author: Applegate Advertising Agency. © 30Aug52; KK77023.

Thrifty ideas for home canners, by Lucina Ball. (Canning jars, freezer jars, dome lids) Adv. from Family circle, Sept. 1952, p. 128. Appl. author: Applegate Advertising Agency. © 28Aug52; KK78588.

Zinc caps. Ball. Seal all Mason jars. (Home canning jars, Dome lids, zinc caps, jar rubbers) Adv. from the Randolph County news, July 18, 1952, p. 2. Appl. author: Applegate Advertising Agency. © 18Jul52; KK75674.

BALL BROTHERS COMPANY OF CALIFORNIA, INC. ©

Home canners, be sure of a seal. Ball. (Dome lid) Adv. from the Idaho free press, Nampa, Idaho, July 24, 1952, p. 6. Appl. author: Applegate Advertising Agency. © 24Jul52; KK77030.

BALL BROTHERS OF CALIFORNIA, INC.

More hints for home canners, by Lucina Ball. (Canning jars, dome lids & freezer jars) Adv. from Sunset, Aug. 1952, p. 98. Appl. author: Applegate Advertising Agency. © Ball Bros. Co., a.k.a. Ball Bros. of California, inc.; 25Jul52; KK77134.

New, Ball freezer and refrigerator jars. Adv. from Santa Paula chronicle, Santa Paula, Calif., July 18, 1952, p. 3. Appl. author: Applegate Advertising Agency. © 18Jul52; KK76967.

New, Ball freezer jars. Adv. from the Idaho daily statesman, Boise, Idaho, July 18, 1952, p. 12. Appl. author: Applegate Advertising Agency. © 18Jul52; KK77031.

New, Ball freezer jars. Adv. from Western family, Sept. 18, 1952, p. 4. Appl. author: Applegate Advertising Agency. © 18Sep52; KK77029.

Of course you can with the modern Ball Dome lid. (Home-canning jars and Dome lids) Adv. from Times-news, Twin Falls, Idaho, Sept. 4, 1952, p. 5. Appl. author: Applegate Advertising Agency. © 4Sep52; KK78029.

BALLARD, S. M.

The energy break is a break for everyone. KK78197. SEE Monsanto Chemical Company.

BALLONOFF METAL PRODUCTS COMPANY ©.

Feature basket weave. Original new Pro-Tex all-purpose stove and table mat. Sheet. © 3Jul52; KK74998.

Newest triumph in Ballonoff's popular colonial series of Pro-Tex stove top and table mats. Colonial Fireside. Sheet. © 20Aug52; KK76498.

BANKER (R. C.) AND COMPANY ©.

Christmas sale. Gifts for your home on easy terms. (Furniture) Pamphlet. © 30Oct52; KK78874.

Hurry. We aim to save you big dollars in our big February furniture sale. Adv. © 13Dec52; KK80635.

Lade-e-e-s and gentlemen, we proudly present, the greatest sale on earth. Our stupendous, price-shattering August furniture sale. Sheets. © 2Jun52; KK75290.

Prices come tumbling down in our spectacular fall furniture sale. Sheets. © 12Aug52; KK78035.

This Christmas make it gifts for the home. (Furniture) Folder. © 4Oct52; KK78875.

BANKERS LIFE AND CASUALTY COMPANY ©.

For only a few pennies a day my whole family is protected against hospital & doctor bills under the famous low-cost White Cross plan. Poster. © 1Sep52; KK79435.

I let White Cross worry about my family's doctor and hospital bills. (Insurance) Folder. © 23Sep52; KK77709.

It's not my fault. The White Cross Plan. (Insurance) Folder. © 11Jul52; KK75141.

Let us pay your hospital, your doctor or you. The White Cross plan. Poster. © 1Sep52; KK79436.

Nation-wide drive now going on for popular, low-cost hospital and medical plan. The White Cross Plan. (Insurance) Folder. © 14Jul52; KK75385.

The people in this house can now sleep easy. The White Cross Plan. (Insurance) Folder. © 27Oct52; KK78648.

A report to the people of this state on the cost of doctor and hospital care today, and in 1939. The White Cross Plan. (Insurance) Folder. © 23Sep52; KK77708.

She was ashamed to face her husband. You owe it to yourself and your family to get the facts. The White Cross Plan. (Insurance) Folder. © 10Jul52; KK75148.

Statistics show that half the people in this car are protected against hospital bills. The White Cross plan. Poster. © 1Sep52; KK79434.

The White Cross Plan. Dear friend: Will you do me (and yourself) a favor? (Insurance) Sheet. © 30Sep52; KK78323.

The White Cross Plan. My family and I are already protected against the cost of sickness and accidents. (Insurance) Card. © 30Sep52; KK78322.

Would they blame you? White Cross plan. (Insurance) Folder. © 24Nov52; KK79824.

BANKERS LIFE COMPANY ©.

Mary, please don't look at me like that. (Insurance) Adv. from Time, Aug. 11, 1952, p. 41. Appl. author: Robert Blackburn. © 7Aug52; KK75997.

My wife's eyes prayed for a miracle. (Insurance) Adv. Appl. author: Robert Blackburn. © 28May52; KK75962.

BANNER, JOHN FRANKLIN.

Skidproof your rugs with Sta-Put powder. KK76962. SEE Standard Chemical Company.

Stardust colored flame. KK76963. SEE Standard Chemical Company.

BARBER-COLMAN COMPANY. WHEELCO

INSTRUMENTS DIVISION ©.

Wheelco data book and catalog. Thermocouples, radiation detectors, resistance bulbs ... 38 p. (Bull. TC-9) Appl. author: J. C. Freyberg. © 1Jun52; KK75303.

BARDAHL MANUFACTURING CORPORATION ©.

There's always one guy; he adds Bardahl to his gas & oil. (Motor oil additive) Adv. from Collier's, July 5, 1952, p. 35. © 27Jun52; KK76408.

There's always one guy; he keeps tuned up by adding Bardahl. (Motor oil additive) Adv. from Life, Apr. 21, 1952, p. 153. © 18Apr52; KK76382.

BARDENHEIER'S WINE CELLARS ©.

Cool off with an Old Fashion Kiss. (Wine) Poster. Appl. author: Maxwell Advertising Co. © 10Jul52; KK76864.

BARDSTOWN DISTILLERY.

H1 diddle, diddle, the best is Old Fiddle. Old Fiddle Kentucky straight bourbon whiskey. Adv. from the Louisville times, May 2, 1952. Appl. author: Bernard Weinberg. © Glencoe Distilling Co., d.b.a. Bardstown Distillery; 2May52; KK75784.

BARKER, NAT C.

Honey bear creams. KK77315. SEE Fireside Candies.

BARLAND WEATHERSTRIP MATERIAL COMPANY.

Barland Weatherstrip Material Company. [Catalog] 1952 fall and winter. Pamphlet. © Elmer Barringer, d.b.a. Barland Weatherstrip Material Co.; 18Dec52; KK80643.

BARLOW ADVERTISING AGENCY.

Automatically performs 54 out of 60 necessary operations. KK75861. SEE Prosperity Company, inc.

A banner event in shirt finishing with today's star performer the new Prosperity combination body and bosom press. KK78244. SEE Prosperity Company, inc.

The best brain of the washing industry is offered to you. KK77409. SEE Prosperity Company, inc.

Cabinet shirt sleeve press and automatic shirt folding machine. KK77594. SEE Prosperity Company, inc.

Centrifugal extractors. KK77593. SEE Prosperity Company, inc.

Complementary combination, builds business on service and quality. KK75894. SEE Prosperity Company, inc.

Duo-Matic 25-pound washer. KK75685. SEE Prosperity Company, inc.

Here at last. KK79678. SEE Prosperity Company, inc.

Here's just the ticket you've been waiting for. KK79682. SEE Prosperity Company, inc.

Individual shirt finishing department. KK77991. SEE Prosperity Company, inc.

The Key shirt finishing machines. KK75633. SEE Prosperity Company, inc.

Like today's finest cars, Prosperity air-operated cleaners' presses respond to a woman's touch. KK75631. SEE Prosperity Company, inc.

A new concept of quick service cleaning. KK75856. SEE Prosperity Company, inc.

One-operator, all-purpose wearing apparel unit. KK77413. SEE Prosperity Company, inc.

One operator standard wearing apparel unit. KK77411. SEE Prosperity Company, inc.

The original package unit system. KK77990. SEE Prosperity Company, inc.

BARLOW ADVERTISING AGENCY. Cont'd.

Prosperity digest. SEE Prosperity Company, inc.

A service that sells. KK75392. SEE Prosperity Company, inc.

The sport shirt trend. KK77898. SEE Prosperity Company, inc.

Star performer. KK79681. SEE Prosperity Company, inc.

Swing into higher production with Prosperity air-operated knit goods presses. KK79679. SEE Prosperity Company, inc.

Today's key shirt finishing machines for faster finishing and finer quality ... KK74971. SEE Prosperity Company, inc.

2-girl standard shirt finishing unit. KK77412. SEE Prosperity Company, inc.

Why waste costly human energy? KK75248. SEE Prosperity Company, inc.

BARNES-CHASE COMPANY.

Look at the fine print on the label. KK75139. SEE Westgate-Sun Harbor Company.

You "auto-save" here. KK80451. SEE San Diego Federal Savings and Loan Association.

BARRETT, RALPH E.

Factory registered guarantee. KK78416. SEE Gruen Watch Company.

BARRINGER, Elmer, d.b.a. Barland

Weatherstrip Material Company. SEE Barland Weatherstrip Material Company.

BARRY-WEHMLER MACHINERY COMPANY ©.

Vortex double deck pasteurizer. Pamphlet. © 6Aug52; KK76820.

BARTON, INC. ©.

Chanukah. Barton's bonbonniere. One pound net. © 18Nov52; KK79763.

Dredel player. Barton's, famous for continental chocolates. 2 oz. net weight. Label. © 12Nov52; KK79649.

Happy New Year. Famous for continental chocolates and continental ice cream. Barton's Bonbonniere. Label. © 27Aug52; KK77068.

Kid Bits. Barton's children's page. (Confectionery) Sheet. © 22Aug52; KK77522.

Maccabiah, a game that plays the story of Chanukah. (Confectionery) Label. © 12Nov52; KK79650.

Maccabiah. Barton's, famous for continental chocolates. 3 3/4 oz. net weight. Label. © 12Nov52; KK79648.

New Year festival. Famous for continental chocolates. Barton's Bonbonniere. 1 lb. net. Label. © 27Aug52; KK77069.

The People's Choice. 13 ounces net. Barton's. (Confectionery) Label. © 25Jul52; KK75938.

Rudolph chocolate pops. Kid bits. (Confectionery) Label. © 24Nov52; KK79988.

Rudolph the red-nosed reindeer. Kid bits. (Confectionery) Label. © 24Nov52; KK79987.

Shofar, a musical toy. Barton's Bonbonniere. 4 ounces net. (Confectionery) Label. © 26Aug52; KK77070.

Simchat Torah. Title in Yiddish Almanac for Tishri. (Confectionery) Label. © 16Sep52; KK77457.

Simchat torah box. Barton's bonbonniere. [Hebrew inscription at head of title] 3 1/2 oz. net. Label. © 29Aug52; KK77035.

Sweet talk, tasty view of Barton news. (Confectionery) Folder. Apr.-May 1952. © 29May52; KK75086.

BASSETT, WILLIAM S.

Nu-Energy for batteries. KK77809. SEE Nu-Energy, inc.

BATES, LEE J. ©.

Heap big shake. (Milk shake) Label. © 4Aug52; KK76276.

BATES (TED) AND COMPANY.

Bread ain't donuts. KK78883. SEE Continental Baking Company, inc.

Do you ever go aboard a tuna boat? KK78882. SEE Continental Baking Company, inc.

Jacksonville housewives hail speed-washing with Colgate's new Octagon detergent. SEE Colgate-Palmolive-Peet Company.

Leathernecks love Betsy. KK78884. SEE Continental Baking Company, inc.

Little girl, this is it. KK78881. SEE Continental Baking Company, inc.

Mother's old time magic every time you bake with Duff's gingerbread mix. KK77846. SEE Pillsbury Mills, inc. Duff's Baking Mix Division.

Mother's old-time magic, every time you bake with Duff's waffle mix. KK77359. SEE Pillsbury Mills, inc., Duff's Baking Mix Division.

Only Duff's guarantees mother's old-time magic every time you bake with Duff's gingerbread mix. KK77172. SEE Pillsbury Mills, inc. Duff's Baking Mix Division.

Only Duff's guarantees mother's old-time magic, every time you bake with Duff's spice cake mix. KK79469. SEE Pillsbury Mills, inc. Duff's Baking Mix Division.

Pittsburgh housewives hail speed-washing with Colgate's new Octagon detergent. KK80592. SEE Colgate-Palmolive-Peet Company.

Savannah housewives hail speed-washing with Colgate's new Octagon detergent. SEE Colgate-Palmolive-Peet Company.

Scranton housewives hail speed-washing with Colgate's new Octagon detergent. KK80591. SEE Colgate-Palmolive-Peet Company.

This landlubber's loaf joined the Navy years ago. KK78886. SEE Continental Baking Company, inc.

Those big slices, come and get 'em. KK76972. SEE Continental Baking Company, inc.

Who fills the sky with craft that fly? KK78885. SEE Continental Baking Company, inc.

BATESON, J. E.

The magic of Perma-Stone, the modern wall covering. KK78682. SEE Perma-Stone Company.

The Perma-Stone story. KK77849. SEE Perma-Stone Company.

Your home needs the finishing touch of charm and beauty. KK77827. SEE Perma-Stone Company.

BATHE, CHARLES GORDON ©.

Bar-be-cue hickory smoked potato chips. Bathe's. Net wt. 6 1/2 oz. Label. © 23Jun52; KK75116.

Barbecue Willy says, folks try Hickory Smoked potato chips with that Ozark tang. Card. © 7Jul52; KK75167.

Barbecue Willy says, folks try Hickory Smoked potato chips with that Ozark tang. Display card. © 7Jul52; KK75168.

Pappy Pupper's potato chips. Label. © 24Jul52; KK76129.

BATT, WILLIAM HAROLD.

Delatropin Lozenges. KK76244. SEE Eastern Research Laboratories, inc.

BATT, William Harold, d.b.a. Dan Morgan, Fisherman. SEE Morgan (Dan) Fisherman.

BATTAGLIA, Victor Pershing, d.b.a. Clear Air Products Company. SEE Clear Air Products Company.

BATTEN, BARTON, DURSTINE AND OSBORN, INC.

Atlantic Coast Line goes roller freight; puts 946 cars on Timken roller bearings ... KK78995. SEE Timken Roller Bearing Company.

Makes soft jobs out of tough nuts. KK78115. SEE Timken Roller Bearing Company.

New Senator gets everyone's vote. KK76474. SEE Timken Roller Bearing Company.

On these twin trains, even the fun goes double. KK76475. SEE Timken Roller Bearing Company.

Ride to Pike's Peak on an eagle. KK79638. SEE Timken Roller Bearing Company.

See the grandeur of the West from a trail to match. KK77676. SEE Timken Roller Bearing Company.

Steel that helps pigs make hogs of themselves. KK76476. SEE Timken Roller Bearing Company.

Steel that makes 5 mortar barrels for cost of 1; Timken fine alloy steel. KK80178. SEE Timken Roller Bearing Company.

This steel saves money in a tube bank. KK78996. SEE Timken Roller Bearing Company.

The trip that's Mardi Gras all the way. KK77677. SEE Timken Roller Bearing Company.

BATTIN, LESLIE BURTON.

Instructions, parts reference. KK75645 ... SEE Mason-Neilan Regulator Company.

BAUM, HAROLD M.

For sitting-comfort, for extra sleeping, for outright elegant good looks. KK75990. SEE Superior Sleeprite Corporation.

Multi-use furnishings at savings. KK76281. SEE Superior Sleeprite Corporation.

Nationally-known Realite built in reading lamp featured in fully equipped complete ensemble. KK76496. SEE Superior Sleeprite Corporation.

Now an adjustable contour bed by Nationally known Superior Sleeprite Corporation. KK76283. SEE Superior Sleeprite Corporation.

Right in your own living-room, and your store shows you how a big innerspring mattress disappears into the beautiful Over Nite'r. KK76500. SEE Superior Sleeprite Corporation.

To help you in making the very most of space in every way. KK76282. SEE Superior Sleeprite Corporation.

BAUMAN AND STOLL, INC. ©.

Now pastels make it stronger than ever. Special fur-trim promotion \$49.75. Adv. from Women's wear daily, Oct. 28, 1952, p. 55. Appl. author: Lew Goldstein. © 28Oct52; KK79774.

BEAR MANUFACTURING COMPANY ©.

Get your car prepared now for a safe and sane summer. Bear safety check-up. Adv. from Saturday evening post, June 14, 1952, p. 122. Appl. author: Van Auken, Ragland and Stevens. © 12Jun52; KK76011.

BEARDMORE, Carlos M., Meade Beardmore, Forrest O. Beardmore & Maurice Y. Beardmore, a partnership consisting of the members, Beardmore (Meade) Motor Company. KK78719. SEE Beardmore (Meade) Motor Company.

BEARDMORE, Forrest O., Meade Beardmore, Carlos M. Beardmore & Maurice Y. Beardmore, a partnership consisting of the members, Beardmore (Meade) Motor Company. KK78719. SEE Beardmore (Meade) Motor Company.

BEARDMORE, Maurice Y., Meade Beardmore, Forrest O. Beardmore & Carlos M. Beardmore, a partnership consisting of the members, Beardmore (Meade) Motor Company. KK78719. SEE Beardmore (Meade) Motor Company.

BEARDMORE, Meade, Forrest O. Beardmore, Carlos M. Beardmore & Maurice Y. Beardmore, a partnership consisting of the members, Beardmore (Meade) Motor Company. KK78719. SEE Beardmore (Meade) Motor Company.

BEARDMORE (MEADE) MOTOR COMPANY.

Are you really satisfied? Every car on the road is a used car. (Used cars) Adv. from Jewell County record, Mankato, Kan., Oct. 23, 1952, p. 7. © Meade Beardmore Motor Co., a partnership consisting of the members Meade Beardmore, Forrest O. Beardmore, Carlos M. Beardmore & Maurice Y. Beardmore; 23Oct52; KK78719.

BEATRICE FOODS COMPANY ©.

Beatrice Cooke's crispy butter drops. [Beatrice Cooke; assorted cookies; Meadow Gold food products and Beatrice Food Co. seal] Adv. from McCall's magazine, Oct. 1952, p. 108. Appl. author: Elaine Campbell. © 24Sep52; KK78526.

Beatrice Cooke's mealtime adventures. For December: New Year's casserole, shrimp butter ... (Top illus. Beatrice Cooke; main illus. holiday cookies and egg nog; Meadow Gold food products) Adv. from Ladies' home journal, Dec. 1952, p. 108. Appl. author: Elaine Campbell. © 26Nov52; KK80466.

Beatrice Cooke's mealtime adventures. For June: Chicken little, molded salad ... (Top illus. Beatrice Cooke; main illus. strawberry-pear Alaska dessert; secondary illus.

Meadow Gold food products ...) Adv. from Ladies' home journal, June 1952, p. 17. Appl. author: Elaine Campbell. © 28May52; KK77563.

Beatrice Cooke's mealtime adventures for October ... Meadow Gold. [Platter of assorted cookies] Adv. from Ladies' home journal, Oct. 1952, p. 205. Appl. author: Elaine Campbell. © 26Sep52; KK78528.

Beatrice Cooke's mealtime adventures. This week, beef cheese surprise ... (Top illus. Beatrice Cooke, main illus. platter of assorted cookies, Meadow Gold butter package) Adv. from the Saturday evening post, Nov. 1, 1952, p. 81. Appl. author: Elaine Campbell. © 29Oct52; KK79666.

Beatrice Cooke's recipe, shrimp butter, a favorite recipe from Mealtime adventures. Meadow Gold ice cream, butter, eggs, milk and cheese. Adv. from McCall's, Dec. 1952, p. 66. Appl. author: Elaine Campbell. © 21Nov52; KK80465.

Beatrice Cooke's red devils food cake. [illus. of Beatrice Cooke, cake & Meadow Gold food products] Adv. from McCall's magazine, Aug. 1952, p. 72. Appl. author: Elaine Campbell. © 23Jul52; KK76456.

Beatrice Cooke's strawberry pear Alaska. (Top illus. Beatrice Cooke; main illus. strawberry pear Alaska dessert; secondary illus. drawings of Meadow Gold food products) Adv. from McCall's magazine, June 1952, p. 96. Appl. author: Elaine Campbell. © 23May52; KK77562.

Delicious low-cost lift for meatless menus; La Choy chop suey or chow mein. cillus. of plate & Chinaman holding display sign; Adv. from the Saturday evening post, Oct. 18, 1952, p. 139. Appl. author: Elaine Campbell. © 15Oct52; KK79036.

Just between you and us strawberries, you'll love Meadow Gold strawberry ice cream. (Ice cream in blue bowl, Meadow Gold package on blue background) Adv. from Life, June 23, 1952, p. 132. Appl. author: Don Williams. © 20Jun52; KK77561.

Meadow Gold ice cream. cillus. of serving of chocolate ice cream with fancy cookies; Adv. from Life, Aug. 11, 1952, p. 44. Appl. author: Don Williams. © 8Aug52; KK76457.

Meadow Gold lemonade. Contents: one quart liquid. cClusters of lemons. Label. © 5Jul52; KK75862.

Meadow Gold sunny flake old fashioned buttermilk. Contents: one quart liquid. cTwo Gay Nineties panels. Label. © 5Jul52; KK75863.

There are only five words ... Meadow Gold ice cream. (Plate of ice cream with fresh fruit, Meadow Gold package on blue background) Adv. from Life, July 21, 1952, p. 70. Appl. author: Don Williams. © 18Jul52; KK76163.

BEATTY, ALLAN W.

Flowline aluminum welding fittings. KK79184. SEE Welding Fittings Corporation.

BEATTY (CAROL) COMPANY ©.

Carol Beatty presents a personally selected group of exceptional ideas of proven merit ... (Gifts and home items) 23 p. © 10Oct52; KK79185.

BEAUDOIN, MARCEL A. Dauntless Donald, by Markopf. KK78448. SEE Cream of Wheat Corporation.

BEAUTIFUL BRYANS, INC. ©.

Beautiful Bryans dress up in georgette, the most exciting new stocking fabric since nylon itself. Adv. from Vogue, Nov. 1, 1952, p. 31. Appl. author: Abbott Kimball Co., inc. © 1Nov52; KK79530.

See - the shapely look of legs elegantly set in Sherry Topaz ... (Hosiery) Adv. from Vogue, Sept. 15, 1952, pp. 10-11. Appl. author: Abbott Kimball Co., inc. © 15Sep52; KK79241.

BEAUTY BRASSIERE COMPANY, INC. ©.

Lastik-belt; all purpose, all elastic adjustable garter belt. Adv. from Corset & underwear review, Sept. 1952, p. 52. © 29Aug52; KK80605.

BEAUTY SALES ©.

America's fastest growing shampoo makes permanents out of date. Shampoo-Curl. Adv. from Beauty fashion, Mar. 1951, p. 15. Appl. author: E. L. Smith. © 1Mar51; KK79906.

BEAZELL, HAL, Sr. ©.

Welcome aboard; Yacht soap by Hal. Label. © 2Jun52; KK77174.

BECK, ROLF H.

Modern water storage in elevated steel tanks. KK75497. SEE Pittsburgh-Des Moines Steel Company.

BECKER, MAX.

Here is the proof that National [hand] dryers save and satisfy. KK77110. SEE National Dryer Sales Corporation.

BECKERMAN (M.) AND SONS, INC. ©.

Evertuff shoes for little gents. Label. Appl. author: Max E. Firetog. © 24Apr50; KK77225.

Happy Children shoes designed for perfect body balance. Label. Appl. author: Max E. Firetog. © 20Jul50; KK77226.

Happy Debs shoes by Beckerman.

Label. (H-149AB) Appl. author: Hoague-Sprague Corp. © 31Oct52; KK79158.

BECTON, DICKINSON AND COMPANY ©.

The Ace no. 8 rubber-elastic bandage is available in five widths ... Folder. © 4Aug52; KK76836.

B-D Asepto rubber-elastic bandage in a new balanced weave. Folder. © 19Jun52; KK75642.

Comfortably supported, smartly groomed with Ace full-footed elastic hosiery for men. Folder. © 10Oct52; KK78389.

What is balanced weave? Asepto rubber-elastic bandage. Folder. © 19Jun52; KK75641.

BEGIN, H. J.

The new Bendix-Westinghouse type D governor. KK75082. SEE Bendix-Westinghouse Automotive Air Brake Company.

BELL BROOK DAIRIES, INC. ©.

Fashion your figure the easy way, drink Slim. Enriched milk without the fattening calories. Adv. © 25Mar52; KK76869.

BELMONT RADIO CORPORATION ©.
Futurized Raytheon TV. The Commander, M-1726. Why your Raytheon will still be up to date in 1962. (Television receivers) Adv. from the Saturday evening post, May 17, 1952, p. 68. Appl. author: Stewart Cowan. © 14May52; KK75113.

Selling Raytheon TV. A guide for salesmen. (Television receivers) 19 p. Appl. author: James R. Butler. © 26Jun52; KK75114.

BELOND, Jesse Seymour, Ruth M. Belond, Robert W. Hedman and Donald F. Parrish, a partnership, d.b.a. Southern California Muffler Co. SEE Southern California Muffler Company.

BELOND, Ruth M., Jesse S. Belond, Robert W. Hedman and Donald F. Parrish, a partnership, d.b.a. Southern California Muffler Co. SEE Southern California Muffler Company.

BELRUG MILLS, INC. ©.
Dress your home as attractively as yourself. The Wunda book of beautiful rooms and decorating ideas. (Rug) 11 p. Appl. author: John Falkner Arndt & Co., inc. © 10Dec52; KK80354.

BELVIN, CHARLES H.
Chromium for rams, plungers, cylinders. KK78839. SEE Chromium Corporation of America.

BENDELARI, MARY ©.
Goblin Eyes. (Buttons) Label. © 1Jan52; KK79102.

BENDER, JAY A. ©.
When smo-King smoke King size. (Cigarettes) Adv. © Jay A. Bender; 22Jul52; KK76279.

BENDIX AVIATION CORPORATION ©.
Newest aid to more TV pleasure, the Solo-Ear. (Television sets) Folder. Appl. authors: W. V. Linn & H. E. Hudgins. © 13Jun52; KK75743.

BENDIX AVIATION CORPORATION. ECLIPSE MACHINE DIVISION ©.
Automotive electric fuel pump. Bendix. Sheet. © 23Jul52; KK76114.

BENDIX-WESTINGHOUSE AUTOMOTIVE AIR BRAKE COMPANY ©.
The new Bendix-Westinghouse type D governor. (Compressed air brakes) Folder. Appl. author: H. J. Begin. © 13May52; KK75082.

BENEFICIAL MANAGEMENT CORPORATION.
A handy practical way to come out ahead each month. KK78083. SEE Tucker, Roy E.

BENGUE, INC. ©.
How to get the best from Ben-Gay. (Ointment) Sheet. © 25Apr52; KK75336.

BEN-HUR MANUFACTURING COMPANY ©.
America's finest, Ben-Hur rFarm and home freezers. Adv. Appl. author: Morrison Advertising Agency. © 29Sep52; KK77938.

BENNETT, John C., Harold J. Caldwell and Frank A. Law, forming the partnership Paramount Pub. Co. SEE Paramount Publishing Company.

BENNETT-IRELAND, INC. ©.
Your perfect Bennett fireplace. Flexscreen. (Fireplace equipment) 19 p. Appl. author: John Bennett Turner. © 15Aug52; KK77942.

BENTON AND BOWLES, INC.
Be light-hearted. SEE Brewing Corporation of America.

Better than beer? SEE Brewing Corporation of America.

A care-free kitchen is the heart of your home, so set your heart on Crosley. KK79647. SEE Avco Manufacturing Corporation.

Do you agree? Does Carling's Red Cap ale taste even better than beer? KK76144. SEE Brewing Corporation of America.

Keep your eye on Conoco for 1953. KK80600. SEE Continental Oil Company.

New. Amazing. The world's first truly free-pouring salt. KK76147. SEE General Foods Corporation.

New, Improved. KK76321. SEE Pepperell Manufacturing Company.

No matter how you toss and turn, Lady Pepperell's new wonder snug fit sheet stays put. KK77825. SEE Pepperell Manufacturing Company.

Zest, new beauty magic. SEE Procter and Gamble Company.

BENZ, ROLAND P. ©.
What's freezin? Know what's in your freezer or locker. (Record board for inventory of freezer or locker.) Sheet. © 29Jul52; KK79626.

BERGERON, VICTOR J.
Basic French dressing. KK79302. SEE Trader Vic, inc.

Hot buttered rum. KK79019. SEE Trader Vic's, inc.

Light Puerto Rican rum 86 proof 4/5 quart. KK79018. SEE Trader Vic's, inc.

Rum and brandy. KK78371. SEE Trader Vic's, inc.

Trader Vic's Tom & Jerry, Trader Vic Flip. KK78372. SEE Trader Vic's, inc.

BERGLUND, Walter Robert, d.b.a. Educational Card Company. SEE Educational Card Company.

BERK, IRVING.
Everyone admires my Golden Opera jewelry says Jarmila Novotna, famous Metropolitan Opera star. KK78639. SEE Heller (L.) and Son, inc.

BERK, S. BERNARD.
At home, at work, or in the car, follow the Indians' on WAKR. KK75723. SEE Summit Radio Corporation.

BERKMAN, GERALD.
Park-Rite original parking aid. KK75181. SEE Plastic-Trend Company.

BERLEW, Henry, sole owner of Fame of the Waters Tackle Co. SEE Fame of the Waters Tackle Company.

BERLISS BEARING COMPANY ©.
Berliss roller bearings. 11 p. Appl. author: Wehner Advertising Service. © 10Oct52; KK78026.

BERMAN, HYMIE D.
Judy Jumps here's Cockadoodle. KK78289. SEE Judy Company.

Judy Jumps here's Funny-Bunny. KK78290. SEE Judy Company.

Judy Jumps here's Jumpy-Frog. KK78292. SEE Judy Company.

Judy Jumps here's Clown-Up'n-Down. KK78291. SEE Judy Company.

BERNARD, NAT.
Malnutrition, the hidden hunger menace. KK75235. SEE Supra Vite Corporation.

BERNET, JACK E.
King coal. KK79627. SEE Sinclair Coal Company.

BERRAY, C. KARL.
Catherine Clark's Brownberry white enriched bread. KK79515. SEE Brownberry Ovens, inc.

BERSWORTH, FREDERICK C. ©.
Key-Lation. (Chemicals and services) Label. © 15Dec52; KK80646.

The Versenes for: exacting chemical control of cations in solution. KK77672. SEE Bersworth Chemical Company.

BERSWORTH CHEMICAL COMPANY ©.
Cat-ion is a complex word. (Industrial chemicals) Adv. from Scientific American, Aug. 1952, p. 34. Appl. author: Meissner & Culver, inc. © 1Aug52; KK75803.

How to chelate. Versene. (Industrial chemicals) Adv. from Chemical engineering, June 1952, p. 52. Appl. author: Meissner & Culver, inc. © 20Jun52; KK75066.

The Versenes for: exacting chemical control of cations in solution. 5th ed. Technical bull. no. 2. Pamphlet. Appl. author: Frederick C. Bersworth. © 31Jul52; KK77672.

BESSING, CLARENCE.
Chicken of the Sea Albacore bite size white meat tuna. SEE Van Camp Sea Food Company, inc.

Chicken of the Sea bite size tuna. KK77449. SEE Van Camp Sea Food Company, inc.

Chicken of the Sea solid pack Albacore white meat tuna. KK79141. SEE Van Camp Sea Food Company, inc.

Chicken of the Sea solid pack fancy tuna. KK79143. SEE Van Camp Sea Food Company, inc.

Clear Water yellowtail flakes. KK77452. SEE Van Camp Sea Food Company, inc.

Fancy imported solid pack bonito. KK76842. SEE Van Camp Sea Food Company, inc.

Imported bonito flakes. KK77451. SEE Van Camp Sea Food Company, inc.

Light meat tuna. KK77453. SEE Van Camp Sea Food Company, inc.

White Star bite size tuna. Contents: 12 1/2 ozs. avoird. KK77450. SEE Van Camp Sea Food Company, inc.

White Star bite size tuna. Hoppy's favorite. KK77448. SEE Van Camp Sea Food Company, inc.

White Star fancy solid pack Albacore white meat tuna. KK79142. SEE Van Camp Sea Food Company, inc.

BEST AND COMPANY ©.
Babies are breaking records ... The more the merrier says Best's. Lilliputian Bazaar. (Baby clothes) Adv. from New York times, Oct. 5, 1952, p. 7. © 5Oct52; KK79251.

Lilliputian gift bazaar; and visions of sugar plums danced in their heads. (Children's clothing and toys) Adv. from New York herald-tribune, Nov. 30, 1952, p. 5. © 30Nov52; KK80008.

BESTFRAME COMPANY.

Now, frame at home pictures from all your favorite magazines. Sheet.
 © Alfred Salfield, d.b.a. The Best-frame Co.; 6Dec52; KK80395.

BEST'S APPAREL ©.

Candy-stick cotton cord. (Women's apparel) Adv. from Charm, Mar. 1952, p. 9. Appl. author: The Albert Woodley Co. © 22Feb52; KK75575.

Colorful corduroy. Spice of a campus wardrobe, gad-about ... (Women's apparel) Adv. from Charm, Aug. 1952, p. 21. Appl. author: The Albert Woodley Co. © 22Jul52; KK80366.

Horizontally ribbed. 6.95. Exclusive Huddlespun sweater blouse ... (Women's apparel) Adv. from Glamour, Oct. 1952, p. 59. Appl. author: The Albert Woodley Co. © 22Sep52; KK80367.

Pique sheath plus jacket. (Women's apparel) Adv. from Charm, May 1952, p. 7. Appl. author: The Albert Woodley Co. © 22Apr52; KK75437.

Tour and town suit. (Women's apparel) Adv. from Glamour, Mar. 1952, p. 9. Appl. author: The Albert Woodley Co. © 22Feb52; KK75576.

White princess. (Women's apparel) Adv. from Seventeen, May 1952, p. 86. Appl. author: The Albert Woodley Co. © 1May52; KK75438.

Winged turtle only 6.95. (Women's apparel) Adv. from Mademoiselle, Aug. 1952, p. 221. Appl. author: The Albert Woodley Co. © 29Jul52; KK80365.

BETTICO.

I am a Catholic; St. Christopher be my guide. (Clothing) Label.
 © Elizabeth Price, t. a. Bettico; 18Jul52; KK76900.

BETTER-BILT DOOR COMPANY ©.

The Better-Bilt door; sectional over head doors for every purpose. Folder. © 20Nov51; KK76942.

Better-Bilt electric operators; radio control. (Over head door) Pamphlet. © 10Oct51; KK76940.

Better-Bilt over head door. Model CHC. Sheet. © 10Oct51; KK76943.

Free catalog, mail this card. Better-Bilt. (Over head doors) Postal card. © 10Oct51; KK76941.

These aren't new models ... For commercial and industrial garages Better-Bilt sectional over head doors. Folder. © 10Oct51; KK76939.

BETTER METHODS COMPANY ©.

Manual dexterity test and principles of motion study for employee selection and training. (Employee testing & training) Folder. Appl. author: Andrew R. Kosma. © 20May52; KK75588.

BETTI, JOHN B.

For better brand identification, better display and greater sales, use the new Stoffel large poultry seal. KK75489. SEE Stoffel Seals Corporation.

BEVERLY VOGUE COMPANY.

Bevs, the garter pantie with the pantie girdle fit by Beverly Vogue California. Folder. © Beverly Vogue Co., d.b.a. Beverly Vogue; 20Oct52; KK79630.

BIANDI, REMO.

Cocoanut lemon creams, delicious sandwich cookies. KK75656. SEE Salerno-Megowen Biscuit Company.

BICKELHAUPT (GEORGE B.) JR.

Chocolate marshmallow [ice cream] Label. KK77957. SEE Plastic Gravure, Inc.

BICKELHAUPT, ROWLAND WALTER.

Now, dust-resistance, lustrous beauty for your indoor plants. KK79873. SEE Schultz Company.

Now, you can make your plants beautifully lustrous and dust-free for life, with amazing new Schultz-Instant Plant Shine. KK76686. SEE Schultz Company.

Permanent lustre, dust-resistance for life with only one application. KK80656. SEE Schultz Company.

BIDDLE COMPANY.

Arcady five point calf feeding program. KK78257. SEE Arcady Farms Milling Company.

Arcady five point hog program. KK78260. SEE Arcady Farms Milling Company.

Arcady five-point poultry program. KK78258. SEE Arcady Farms Milling Company.

Arcady five-point turkey program. KK78259. SEE Arcady Farms Milling Company.

Arcady turkey breeding program. KK79620. SEE Arcady Farms Milling Company.

Emulsification has a double purpose in these great feeds. KK77372. SEE Arcady Farms Milling Company.

Now the next logical step to Purdue's amazing cattle supplement A, ready mixed Arcady cattle supplement A. KK79619. SEE Arcady Farms Milling Company.

Read the amazing facts about Arcady sweet mixing feed. KK75543. SEE Arcady Farms Milling Company.

Turkey broiler program. KK75544. SEE Arcady Farms Milling Company.

BIGELOW-LIPTAK CORPORATION ©.

Dryer furnaces tougher than blazes. Bigelow-Liptak. (Industrial furnaces) Folder. © 15May52; KK76159.

One source for engineering. Bigelow-Liptak castable-refractory vessel and heat enclosures for oil refineries. (Industrial furnaces) Pamphlet. © 15May52; KK76158.

BILLINGS, A. Haskell, d.b.a. Billings and Gage Manufacturing Co. SEE Billings and Gage Manufacturing Co.

BILLINGS AND GAGE MANUFACTURING COMPANY.

Puffy-Fluff one and one-half minute meringue mix. Net wt. 14 oz. avd. Label. Appl. author: H. S. Crocker Co., Inc. © A. Haskell Billings, d.b.a. Billings and Gage Manufacturing Co.; 4Mar52; KK77365.

BINNEY AND SMITH COMPANY ©.

Gold Medal products. (Crayons, chalks, paints for art education) 30 p. © 1Jul52; KK76522.

Gold Medal products price list no. 29. (Crayons, chalks, paints for art education) 22 p. © 21Mar52; KK76523.

Gold Medal products recommended schedule of quantity prices - schedule no. 45. (Crayons, chalks, paints for art education) 8 p. © 1Apr52; KK76524.

BIOW COMPANY, INC.

All over America, holiday guests agree, their choice is FM, the dividend whiskey. SEE National Distillers Products Corporation.

At Colorado Springs smart guests agree their choice is FM the dividend whiskey. KK79174. SEE National Distillers Products Corporation.

At Lake Placid smart guests agree their choice is FM, the dividend whiskey. KK78329. SEE National Distillers Products Corporation.

At Palm Springs smart guests agree their choice is FM, the dividend whiskey. KK78054. SEE National Distillers Products Corporation.

At Pinehurst smart guests agree their choice is FM, the dividend whiskey. KK79811. SEE National Distillers Products Corporation.

Best way to buy the best beer there is. KK80626. SEE Jacob Ruppert-Virginia, Inc.

Buy brewery-fresh beer. KK77098. SEE Ruppert (Jacob) Virginia, Inc.

Discover the extra pleasure in this great new frosty-dry beer. KK75928. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Drink your beer brewery-fresh. SEE Ruppert (Jacob) Virginia, Inc.

Enjoy a welcome change, Ruppert dark beer. KK80162. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Enjoy the frosty-dry beer that's never too filling. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Even twice the price can't buy better Christmas pens than Eversharp. KK80469. SEE Eversharp, Inc.

Fluffo, the balanced blend shortening beats all for baking. KK80541. SEE Procter and Gamble Company.

For Christmas Eversharp offers the world's widest choice of fine desk sets. KK79756. SEE Eversharp, Inc.

For Christmas, Eversharp offers the world's widest choice of fine pens, pencils and desk sets. KK80020. SEE Eversharp, Inc.

For cleaner shaves, in 1/2 the time give Schick Injector razor and blades. KK80025. SEE Eversharp, Inc.

For fastest growing profits, feature New York's fastest growing beer. KK75342. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

For prestige-winning Christmas gifts give Eversharp, and you give the finest. KK78080. SEE Eversharp, Inc.

For the greatest beer enjoyment ever, drink your beer brewery fresh. KK75539. SEE Ruppert (Jacob)-Virginia, Inc.

Free Eversharp Schick Injector razor kit. KK79904. SEE Eversharp, Inc.

Free. 98¢ Eversharp Schick Injector razor kit. KK79000. SEE Eversharp, Inc.

Get this local beer for that brewery fresh flavor. KK77467. SEE Ruppert (Jacob) Virginia, Inc.

Go get Gunther, coolest beer in town. KK76442. SEE Gunther Brewing Company, Inc.

BIOW COMPANY, INC. Cont'd.

The good word for the holidays is Gunther, in a snow-white gift package. KK80665. SEE Gunther Brewing Company, inc.

Grandest treat ever to gladden a beer lover's heart. KK76038. SEE Ruppert (Jacob) Virginia, inc.

Gunther "good word" jubilee Aug. 22-Sept. 22. KK77050. SEE Gunther Brewing Company, inc.

Has no cap, needs no cap. KK80468. SEE Eversharp, inc.

Here it is ladies, from Procter & Gamble, new all-purpose Spic and Span. KK75171. SEE Procter and Gamble Company.

It's extra light-frosty-dry-and never too filling. KK77262. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

It's extra light, frosty-dry-finest beer you ever tasted. KK75927. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Joy in a bottle beats anything in a box for dishwashing magic. SEE Procter and Gamble Company.

Leading school superintendents approve new Eversharp Star Reporter as ideal pen for all students. KK77681. SEE Eversharp, inc.

Lou, Willie and Ray enjoy the frosty-dry beer that's never too filling. KK80164. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Lovely Mary Alice Gray, Miss Press Photographer of 1952, says: Enjoy the frosty-dry beer that's always less filling. KK80161. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

New dishwashing magic, Joy in a bottle beats anything in a box. KK75542. SEE Procter and Gamble Company.

New frosty-dry beer is less filling. KK77518. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

New frosty-dry, less filling beer brings more pleasure. KK75705. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

New, greatest home permanent ever. KK75689. SEE Procter and Gamble Company.

New, just in time for your summer home permanent. KK75216. SEE Procter and Gamble Company.

New Spic and Span cleans linoleum cleaner, twice as fast as soap or newest detergents. SEE Procter and Gamble Company.

Newest shortening discovery; Fluffo the balanced-blend shortening beats all for all frying. KK80165. SEE Procter and Gamble Company.

Now for school or college spectacular Eversharp values. KK76487. SEE Eversharp, inc.

Once over with new Spic and Span cleans linoleum brighter, twice as fast as soap. KK76269. SEE Procter and Gamble Company.

Outdoor tricks as practiced by Bob Davis, famous Florida guide. KK76134. SEE Eversharp, inc.

Outdoor tricks as practiced by Dan Ryan, famous tackle expert and designer. KK75067. SEE Eversharp, inc.

Outdoor tricks as practiced by J. Fred Eder, famous Texas guide. KK77687. SEE Eversharp, inc.

Outdoor tricks as practiced by Raymond R. Camp, famous hunting editor. KK79780. SEE Eversharp, inc.

Outdoor tricks as practiced by Tex Purvis, famous Wyoming guide and pack outfitter. KK78495. SEE Eversharp, inc.

Save money on brewery-fresh Ruppert beer. KK78057. SEE Ruppert (Jacob) Virginia, inc.

Save with the home economy size. KK78235. SEE Ruppert (Jacob) Virginia, inc.

Smartest choice for premium or business gift. KK77727. SEE Eversharp, inc.

The talk of the town. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Thanks, folks, for the friendliest welcome a beer ever had. KK76112. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

Thanks to tremendous value - tremendous advertising. KK75675. SEE Eversharp, inc.

Vermont votes a mighty "yes" for this new less "filling" beer. KK77039. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

What's the good word? SEE Gunther Brewing Company, inc.

Yes, Virginians are getting the idea fast. KK78328. SEE Ruppert (Jacob) Virginia, inc.

You can't sell it if you haven't got it. SEE Ruppert Knickerbocker Beer and Ruppert Ale.

You shave cleaner in 1/2 the time. SEE Eversharp, inc.

You're next. KK77472. SEE Eversharp, inc.

BIRD, THOMAS SHELTON.

Cérebro e medula espinhal. SEE Abbott Laboratories.

Cerebrum. KK79661. SEE Abbott Laboratories.

Coracao e grandes vasos ... KK80159. SEE Abbott Laboratories.

Este es el efectivo resultado, contra la caspa. KK75721. SEE Abbott Laboratories.

Hgado, vasos, y vias biliares. KK77442. SEE Abbott Laboratories.

Intestino grueso con sus vasos sanguineos. KK79662. SEE Abbott Laboratories.

Pancreas. KK76473. SEE Abbott Laboratories.

Para provocar accion diuretica y, para producir estimulacion miocardica segura. KK75093. SEE Abbott Laboratories.

Processo de ossificacao normal do punho e da mao. KK75144. SEE Abbott Laboratories.

Riego sanguineo del cerebro. KK78309. SEE Abbott Laboratories.

When night cough disturbs sleep Syrup Calcidrine can bring relief. KK78240. SEE Abbott Laboratories.

BIRD AND SON, INC. ©.

Babs originals styled by Fashion. (Shoe box) Label. © 5Sep52; KK77462.

Exquisite footwear. Hannahsons foot wear. (Shoe box) Label. © 4Dec52; KK80658.

Lucerne, by Viner. (Shoe carton) Label. © 14Nov52; KK79700.

Sorority Girl shoes styled by Fashion. (Shoe box) Label. © 5Sep52; KK77461.

BISHOP (G. H.) COMPANY ©.

Bishop automatic porous-cake Filter-Powdr-Feedr system for drycleaning plants. (Laundry equipment) Folder. Appl. author: David A. Freeman. © 20Oct52; KK78246.

Clothes carts, reel and Bag-O-Teer save 50 % of handling time. (Production equipment for drycleaning plants) Sheet. Appl. author: David A. Freeman. © 28Apr52; KK75302.

Fastest handling method known. These Bishop units pay for themselves because they cut handling time and costs 50 o/o. (Laundry equipment) Sheet. Appl. author: David A. Freeman. © 20Oct52; KK78245.

Plant-proved efficiency accessories for more production in less space at least cost in faster time. (Production equipment for laundries) Sheet. Appl. author: David A. Freeman. © 6Jun52; KK75301.

Unit sorting increases production 50 o/o. (Laundry equipment) Folder. Appl. author: David A. Freeman. © 20Oct52; KK78247.

BISHOP'S MILLS, INC. ©.

Argyle Soc-pak. (Knitting yarn) Sheet. Appl. author: Harriet W. Simons. © 27Jun52; KK77057.

Nylon Soc-pak. (Knitting yarn) Poster. Appl. author: Harriet W. Simons. © 27Jun52; KK77058.

BISIGNANO, Santa, d.b.a. Fine Arts Furniture Manufacturing Co. SEE Fine Arts Furniture Manufacturing Company.

BLACKBURN, JOSEPH E. ©.

Slick, easy way to kindle fires. For picnics, roasts, fireplaces. Contents: 16 oz. net wt. Label. © 12Jun52; KK75277.

BLACKBURN, ROBERT.

Achieved in the tradition of quality. KK75999. SEE Zenith Radio Corporation.

Brilliant new tone, distance, performance ... KK76000. SEE Zenith Radio Corporation.

Don't miss a play! KK76287. SEE Zenith Radio Corporation.

For the music lover with perfect pitch. KK76001. SEE Zenith Radio Corporation.

Go around the world in seconds. KK75063. SEE Zenith Radio Corporation.

Mary, please don't look at me like that. KK75997. SEE Bankers Life Company.

My wife's eyes prayed for a miracle. KK75962. SEE Bankers Life Company.

New, and super powered. The Zenith Holiday portable. KK75064. SEE Zenith Radio Corporation.

Now. Hear every play, even thru summer storms. KK75998. SEE Zenith Radio Corporation.

Only in Zenith quality, the tone, distance, performance of costly big-set radio. KK75996. SEE Zenith Radio Corporation.

Your pride in Zenith quality TV will grow with the years. KK76003. SEE Zenith Radio Corporation.

Zenith quality sets the pace.
KK76002. SEE Zenith Radio Corporation.

BLAISE SHEET METAL PRODUCTS ©.
Aquarium kit. Now you can make your own aquarium. Label. © 13Aug52; KK76447.

BLANCHARD, Clarence Hymer and Jean Parrott Blanchard, d.b.a. Prop Products. SEE Prop Products.

BLANCHARD, Jean Parrott and Clarence Hymer Blanchard, d.b.a. Prop Products. SEE Prop Products.

BLATZ BREWING COMPANY ©.
Again, Milwaukeeans choose Blatz over any other beer. Adv. from Illinois beverage journal, July 1952, p. 29. Appl. author: William H. Weintraub & Co., inc. © 10Jul52; KK77714.

Again, Milwaukeeans choose Blatz over any other beer. Adv. from the Server, Aug. 11, 1952, p. 13. Appl. author: William H. Weintraub & Co., inc. © 11Aug52; KK77355.

Are you one of America's most critical beer drinkers? Blatz, largest selling beer in Milwaukee! Adv. Appl. author: William H. Weintraub & Co., inc. © 20Oct52; KK78756.

Blatz is top seller in the city of Milwaukee, says Wall street journal. (Beer) Adv. from Illinois beverage journal, Nov. 1952, p. 67. Appl. author: William H. Weintraub & Co., inc. © 10Nov52; KK79903.

Blatz, largest-selling beer in Milwaukee. Adv. Appl. author: William H. Weintraub & Co., inc. © 13Aug52; KK77360.

Blatz Milwaukee dark brew. Dark beer. Contents 12 fl. ozs. Label. Appl. author: Robert Sidney Dickens. © 7Nov52; KK79914.

Blatz, Milwaukee's finest beer. (Metal body with triangular embossed design) Label. © 23May52; KK76177.

Blatz, Milwaukee's finest beer. (Triangular body and neck labels) Label. © 23Jun52; KK76176.

Blatz outsells all beers in Milwaukee. Adv. Appl. author: William H. Weintraub & Co., inc. © 21Aug52; KK77310.

Blatz outsells all beers in Milwaukee. Adv. from Illinois beverage journal, Oct. 1952, p. 35. Appl. author: William H. Weintraub & Co., inc. © 10Oct52; KK78277.

Good food tastes better with Blatz. (Beer) Menu sheet. © 4Jan52 (in notice: 1951); KK77210.

An important announcement. More and more people everywhere are drinking Blatz, Milwaukee's finest beer. Folder. © 4Jan52 (in notice: 1951); KK77209.

I've been in Milwaukee, I ought to know; Blatz is Milwaukee's finest beer, says Billy Daniels. Adv. from Ebony, Sept. 1951, p. 61. Appl. author: Kastor, Farrell, Chesley & Clifford. © 1Sep52; KK80368.

Largest-selling beer in Milwaukee. Blatz. Adv. Appl. author: William H. Weintraub & Co., inc. © 13Aug52; KK77246.

Largest-selling beer in Milwaukee. Blatz. Adv. Appl. author: William H. Weintraub & Co., inc. © 14Aug52; KK77247.

Menu; Milwaukee's finest beer. Blatz. Menu folder. © 11Feb52 (in notice: 1951); KK77208.

Milwaukee's finest beer. Blatz. Adv. from Modern bowler, Oct. 28, 1952, p. 9. Appl. author: William H. Weintraub & Co., inc. © 28Oct52; KK79808.

Milwaukee's finest beer; Blatz. Menu sheet. © 22Aug52; KK77206.

Other times, other tastes. What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from American Legion, Dec. 1952, p. 3 of cover. Appl. author: William H. Weintraub & Co., inc. © 1Dec52; KK80302.

They're here. See them tonight ... Amos 'n' Andy. Blatz. (Beer) Adv. from Buffalo evening news, Sept. 30, 1952, p. 24. Appl. author: William H. Weintraub & Co., inc. © 30Sep52; KK78514.

Tonight and alternate Thursday nights Amos 'n' Andy bring you new laughs in new stories. Blatz. (Beer) Adv. from Daily news, New York, June 26, 1952. Appl. author: William H. Weintraub & Co., inc. © 26Jun52; KK77016.

What made Milwaukee change its mind? Blatz beer. Folder. © 25Jul52; KK77207.

What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from Ebony magazine, Dec. 1952, p. 127. Appl. author: William H. Weintraub & Co., inc. © 7Nov52; KK80274.

What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from Life, July 14, 1952, p. 126. Appl. author: William H. Weintraub & Co., inc. © 14Jul52; KK76493.

What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from Life, Sept. 8, 1952, p. 3 of cover. Appl. author: William H. Weintraub & Co., inc. © 5Sep52; KK77218.

What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from Life, Sept. 22, 1952, p. 74. Appl. author: William H. Weintraub & Co., inc. © 19Sep52; KK78376.

What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from Life, Oct. 27, 1952, p. 86. Appl. author: William H. Weintraub & Co., inc. © 24Oct52; KK78705.

What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from Look, Aug. 26, 1952, p. 71. Appl. author: William H. Weintraub & Co., inc. © 12Aug52; KK77637.

What made Milwaukee change its mind? Blatz, Milwaukee's finest beer. Adv. from the American legion magazine, Oct. 1952, p. 61. Appl. author: William H. Weintraub & Co., inc. © 1Oct52; KK78515.

What made Milwaukee change its mind? Blatz Milwaukee's finest beer. Adv. from the American legion magazine, Nov. 1952, p. 9. Appl. author: William H. Weintraub & Co., inc. © 1Nov52; KK79176.

BLAW-KNOX COMPANY. BUFILOVAK EQUIPMENT DIVISION.
Bufllovak equipment for: By-product

recovery, processing chemicals, pharmaceuticals, and food products. Catalog 359. 458 - 483 p. (Processing equipment) © 21Aug52; KK76495.

BLISS AND LAUGHLIN, INC. ©.
Now available Ledloy steels in cold finished bars. Sheet. Appl. author: Wamsley & Heer, inc. © 14Jul52; KK76516.

BLOOM, Roy M. SEE Bloom (Roy M.) inc.

BLOOM (ROY M.) INC. ©.
How to open hundreds of new accounts. (Goods for sale in Dollar Day sale) 15 p. Appl. author: Roy M. Bloom. © 22Sep52; KK79306.

BLUM, Charles F. and William D. Fischer, a copartnership, Royal Television Supply Company. SEE Royal Television Supply Company.

BOBERTZ, GUS H.
Don't let your engine get old this winter. KK80421. SEE AP Parts Corporation.

Farmers want Miracle Power because it reduces engine wear. KK80001. SEE AP Parts Corporation.

If you're a stop and go driver use Miracle Power. KK80004. SEE AP Parts Corporation.

Maybe you've got the wrong idea. KK80423. SEE AP Parts Corporation.

The Push-button lubrication twins that save time, eliminate breakins. KK80002. SEE AP Parts Corporation.

Quick starting, smooth running engines, even if not used often. KK80006. SEE AP Parts Corporation.

Racers prove lubricating value of colloidal synthetic graphite. KK79334. SEE AP Parts Corporation.

Save your farm machines. SEE AP Parts Corporation.

Sell Miracle Power for easier winter starting. KK80422. SEE AP Parts Corporation.

Speed champs improve engine performance with Miracle Power. KK80003. SEE AP Parts Corporation.

Use Miracle Power to increase compression. KK80005. SEE AP Parts Corporation.

Your car investment is bigger than ever. KK77840. SEE AP Parts Corporation.

BODDINGTON, CLEMENT L. ©.
Vaseline cream hair tonic. Names to remember; sports calendar. Poster. © 1Nov52; KK79457.

BOGERT, ELLIOTT V.
1953 program for profit; Roy Rogers, King of the Cowboys, Monarch of Merchandising. KK79157. SEE Rogers (Roy) Enterprises.

The original Thalco fiber glass process for your boat. KK78832. SEE Thalco.

BOHANNON (DAVID D.) ORGANIZATION ©.
Bohannon does it again. Now, sunshine living in Santa Clara ... Westwood choice of the valley. (Real estate) Adv. from San Jose mercury, San Jose, Calif., Aug. 2, 1952, p. 2. Appl. author: Edwin P. Gerth. © 2Aug52; KK76021.

BOLAN, CHARLES W.
Greatest basketball news in a decade. KK78430. SEE Medart (Fred) Products, inc.

BOLAN, CHARLES W. Cont'd.

Medart physical therapy & anthropometric equipment. KK75400. SEE Medart (Fred) Products, inc.

Medart scores again. KK80144. SEE Medart (Fred) Products, inc.

BOLING, Avonne Dolores, Eva Rose Boling, Mona Rose Boling, Howard Vincent Boling, Jr., d.b.a. Boling Laboratories, ltd. SEE Boling Laboratories, ltd.

BOLING, Eva Rose, Mona Rose Boling, Howard Vincent Boling, Jr., Avonne Dolores Boling, d.b.a. Boling Laboratories, ltd. SEE Boling Laboratories, ltd.

BOLING, Howard Vincent, Jr., Eva Rose Boling, Mona Rose Boling, Avonne Dolores Boling, d.b.a. Boling Laboratories, ltd. SEE Boling Laboratories, ltd.

BOLING, Mona Rose, Eva Rose Boling, Howard Vincent Boling, Jr., Avonne Dolores Boling, d.b.a. Boling Laboratories, ltd. SEE Boling Laboratories, ltd.

BOLING LABORATORIES, LTD.

The original Boling spot remover. 2 ozs. net. Label. © Eva Rose Boling, Mona Rose Boling, Howard Vincent Boling, Jr., Avonne Dolores Boling, d.b.a. Boling Laboratories, ltd.; 4Apr48; KK78337.

BOOSEY AND HAWKES, LTD. ©.

Edgware world's most popular clarinet. Folder. Appl. author: Juhl Advertising Agency. © 22Jul52; KK76028.

World's most popular clarinet. Boosey & Hawkes Edgware clarinet. Folder. Appl. author: Juhl Advertising Agency. © 24Jul52; KK76026.

BORDEN COMPANY.

Don't look now, but the Gogglins is a-comin', by Edgar Allen, Jr. Borden reporter. (Dairy products) Poster. © The Borden Co.; 1Apr52; KK77945.

Eagle brand sweetened condensed milk. 15 oz. Label. Appl. authors: Frank Gianninota and T. B. Kerr. © The Borden Co.; 6Aug52; KK77063.

4 fruit-full ideas for bliss-full refreshment. Borden's luscious fruit sherbets. Adv. from Chicago daily tribune, July 3, 1952, p. 3. Appl. author: Jim Hicks. © The Borden Co.; 3Jul52; KK78353.

Gerald Gogglin is out to get you, let's watch waste, by Edgar Allen, Jr. (Dairy products) Poster. © The Borden Co.; 1Apr52; KK77954.

Geraldine Gogglin is flirting with you, let's watch waste, by Edgar Allen, Jr. (Dairy products) Poster. © The Borden Co.; 1Apr52; KK77953.

Gogglin gazette, by Edgar Allen, Jr. Gogglins gain little ground. (Dairy products) Poster. © The Borden Co.; 1Apr52; KK77947.

Gogglin gazette, by Edgar Allen, Jr. Gogglins go on rampage. (Dairy products) Poster. © The Borden Co.; 1Apr52; KK77948.

Gogglin gazette, by Edgar Allen, Jr. Gogglin offensive stopped cold. (Dairy products) Poster. © The Borden Co.; 1Apr52; KK77946.

The Gogglins, by Edgar Allen, Jr. Beware the Gogglins, let's watch waste. (Dairy products) Poster. © The Borden Co.; 1Apr52; KK77944.

The Gogglins, by Edgar Allen, Jr. Down with the Gogglins, let's watch waste. (Dairy products) Poster. © The Borden Co.; 1Apr52; KK77951.

The Gogglins, by Edgar Allen, Jr. Shun the Gogglins, let's watch waste. (Dairy products) Poster. © The Borden Co.; 1Apr52; KK77950.

The Gogglins, by Edgar Allen, Jr. Snub the Gogglins, let's watch waste. (Dairy products) Poster. © The Borden Co.; 1Apr52; KK77949.

The Gogglins is a-comin' soon, by Edgar Allen, Jr. Borden reporter. (Dairy products) Poster. © The Borden Co.; 1Apr52; KK77943.

Grand for thrifty summer salads. Borden's creamed cottage cheese. Adv. from Tampa daily times, July 23, 1952, p. 7. Appl. author: Robert Emmett McCarthy. © The Borden Co.; 23Jul52; KK77062.

Here's a pip. Chocolate chip with the dreamy-creamy flavor. Borden's ice cream. Adv. from Chicago daily news, Apr. 3, 1952, p. 42. Appl. author: Jim Hicks. © The Borden Co.; 3Apr52; KK78351.

July buy. Vanilla-chocolate fudge with the dreamy-creamy flavor. Borden's ice cream. Adv. from Chicago daily news, July 2, 1952, p. 10. Appl. author: Jim Hicks. © The Borden Co.; 2Jul52; KK78354.

Look. Get this Beauregard toss-up balloon free with every purchase of two pints of Borden's sherbet. Adv. from Tampa tribune, Tampa, Fla., May 19, 1952, p. 10. Appl. author: Robert Emmett McCarthy. © The Borden Co., d.b.a. Borden's; 19May52; KK76451.

Look what. Banana nut with the dreamy-creamy flavor. Borden's ice cream. Adv. from Chicago daily news, May 5, 1952, p. 8. Appl. author: Jim Hicks. © The Borden Co.; 5May52; KK78350.

Maw Gogglin is goggling at you, let's watch waste, by Edgar Allen, Jr. (Dairy products) Poster. © The Borden Co.; 1Apr52; KK77955.

Meant for Lent and rarin' to go. Borden's creamed country style cottage cheese. Adv. from Food mart news, Mar. 15, 1952, p. 13. Appl. author: Jim Hicks. © The Borden Co.; 15Mar52; KK78344.

More zip for less in Zest. (Dairy products) Adv. from Chicago daily news, Aug. 5, 1952, p. 22. Appl. author: Jim Hicks. © The Borden Co.; 5Aug52; KK78349.

Oh, the flavors that bloom in the spring, tra la with Borden's dreamy-creamy ice creams. Adv. from Chicago daily tribune, May 1, 1952, p. 2. Appl. author: Jim Hicks. © The Borden Co.; 1May52; KK78347.

Paw Gogglin's got his eye on you, let's watch waste, by Edgar Allen, Jr. (Dairy products) Poster. © The Borden Co.; 1Apr52; KK77952.

Pick our dreamiest and creamiest, peach macaroon. Borden's ice cream. Adv. from Chicago daily news, Aug. 4, 1952. Appl. author: Jim Hicks. © The Borden Co.; 4Aug52; KK78348.

Quarterly memo to stockholders. Borden. Our research activities.

(Dairy products) Folder. Appl. author: Theodore G. Montague. © The Borden Co.; 1Mar52; KK75741.

Quarterly memo to stockholders. Our earnings estimate at mid-year. (Dairy products) Folder. Appl. author: Milton Fairman. © The Borden Co.; 2Sep52; KK78345.

So cool. So refreshing. Borden's sherbet. Adv. from Tampa daily times, July 18, 1952, p. 10. Appl. author: Robert Emmett McCarthy. © The Borden Co.; 18Jul52; KK77061.

So different, so refreshing. Borden's chocolate chip mint ice cream. Adv. from Tampa times, Tampa, Fla., Apr. 22, 1952, p. 5. Appl. author: Robert Emmett McCarthy. © The Borden Co., d.b.a. Borden's; 22Apr52; KK76450.

Starlac nonfat dry milk solids. 1 full lb. Label. Appl. author: James Harley Nash. © The Borden Co.; 5Nov51; KK77064.

Stretch your milk money with the new Zest. Borden's. (Dairy products) Adv. from Chicago sun-times, Mar. 25, 1952, p. 13. Appl. author: Jim Hicks. © The Borden Co.; 25Mar52; KK78346.

Viva vanilla-raspberry with the dreamy-creamy flavor. Borden's ice cream. Adv. from Chicago daily news, June 2, 1952, p. 10. Appl. author: Jim Hicks. © The Borden Co.; 2Jun52; KK78355.

Your clean up line is Borden's ice cream line. Adv. from C. R. D. A. news, Apr. 1, 1952, p. 6. Appl. author: Jim Hicks. © The Borden Co.; 1Apr52; KK78352.

BORG-WARNER CORPORATION. CALUMET STEEL DIVISION ©.

The post that gives you most. Gold Crown steel fence posts. Adv. from Successful farming, Apr. 1952, p. 178. Appl. author: Walter Everett Smith. © 20Mar52; KK76929.

BOSCH BREWING COMPANY ©.

Bosch deer hunters round-up. Presented by the brewers of Bosch beer. Sheet. Appl. author: Brindley-Roth, inc. © 15Oct52; KK78754.

BOSTON FABRICS CORPORATION ©.

Firestone chlorophyll Foamex Cushins. (Insoles for shoes) Label. © 25Jun52; KK76078.

BOSTON PRINTING COMPANY.

1952 home schedule, Braves and Red Sox. Baseball schedule calendar ... (Business forms, baseball calendars, etc.) Folder. © Nathan R. Krock, d.b.a. Boston Printing Co.; 2Jun52; KK75759.

BOSTONIAN SHOES.

Don't miss Mansfields' showing of lazy-dazy casuals in leathers soft enough for gloves. Bostonian. (Shoes) Adv. from Esquire, Apr. 1952, p. 14-15. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 7Mar52; KK78269.

Fraser. Wheat nylon mesh wing tip with turf tan trim. Bostonian Foot-savers. (Shoes) Adv. from Time, May 5, 1952, p. 19. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.; 1May52; KK76581.

Fremont, russet Luxura-calf wing tip, heavy single sole. We don't promise comfort, we guarantee it. Bostonian Footsavers. (Shoes) Adv. from Time, Apr. 7, 1952, p. 56. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 3Apr52; KK76663.

Mansfields' stars. Lazy-dazy casuals in glove-soft leathers. Bostonians. (Shoes) Adv. from Collier's, Apr. 12, 1952, p. 59. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 4Apr52; KK77580.

Marvin. Cool nylon mesh in the new cocoa shade, in a smooth laceless slip-on. Bostonians. (Shoes) Adv. from Esquire, May 1952, p. 99. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 9May52; KK76582.

Marvin, turftan brown calf. New slip-ons. Bostonians. (Shoes) Adv. from Life, Apr. 14, 1952, p. 105. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 11Apr52; KK76664.

Spruce. Latest shade in nylon mesh: cocoa. Bostonians. (Shoes) Adv. from Life, May 12, 1952, p. 111. Appl. author: Young & Rubicam, inc. © Bostonian Shoes (Commonwealth Shoe & Leather Co.); 9May52; KK76583.

BOSTROM, ROBERT W.
Bartwo Selectabs. KK78098. SEE Ulmer Pharmacal Company.

Ben-Caine B-B. KK78099. SEE Ulmer Pharmacal Company.

Kler-Ro Ulmer, blood solvent and detergent. KK75292. SEE Ulmer Pharmacal Company.

Temabar Ulmer. KK77511. SEE Ulmer Pharmacal Company.

BOTANY MILLS, INC. ©.

Botany brand certified fabrics for home sewing in chromatic controlled colors. Adv. from McCall's pattern book, fall 1952, p. 4 of cover. Appl. author: Botany Mills, inc., employer for hire. © 10Aug52; KK76048.

Botany brand 500 tailored by Daroff. Aintree plaids. (Men's suits) Adv. from Esquire, Dec. 1952, p. 192. Appl. author: Botany Mills, inc., employer for hire. © 7Nov52; KK79172.

Botany brand 500. Tailored by Daroff. Airborne topcoats. (Men's clothing) Adv. from Look, Oct. 21, 1952, p. 57. Appl. author: Botany Mills, inc., employer for hire. © 7Oct52; KK78332.

Botany brand 500, tailored by Daroff. Chessboard checks. (Men's suits) Adv. from Look, Nov. 4, 1952, p. 8. Appl. author: Botany Mills, inc., employer for hire. © 21Oct52; KK78553.

Botany brand 500 tailored by Daroff. Conference group. (Men's clothing) Adv. True the man's magazine, Oct. 1952, p. 54. Appl. author: Botany Mills, inc., employer for hire. © 19Sep52; KK79365.

Botany brand 500, tailored by Daroff. Critics' choice gabardine. (Suits and topcoats) Adv. from the Saturday evening post, Sept. 20, 1952, p. 6. Appl. author: Botany Mills, inc., employer for hire. © 17Sep52; KK78677.

Botany brand 500. Tailored by Daroff. Shadow tones for the man who courts favor ... (Men's suits) Adv. from the Saturday evening post, Nov. 22, 1952, p. 131. Appl. author: Botany Mills, inc., employer for hire. © 19Nov52; KK79899.

Botany brand. Oh, what a wonderful feeling you'll enjoy in Botanella, the shirt proved all around best by test. Adv. from Look, Dec. 16, 1952, p. 99. Appl. author: Botany Mills, inc., employer for hire. © 2Dec52; KK80071.

Botany brand 100 o/o wool robes and you go perfectly together. Adv. from Esquire, Dec. 1952, p. 32. Appl. author: Botany Mills, inc., employer for hire. © 7Nov52; KK79173.

The Botany Model of the Month Club. (Yarns) Folder. Appl. author: Botany Mills, inc., employer for hire.
v. 12, no. 7. © 1Jul52; KK75068.
v. 12, no. 8. © 1Aug52; KK75987.
v. 12, no. 9. © 2Sep52; KK77236.
v. 12, no. 10. © 1Oct52; KK78171.
v. 12, no. 11. © 1Nov52; KK79327.
v. 12, no. 12. © 1Dec52; KK80010.

Only one of the Fall collection of at home fashions Botany brand robes for women. Adv. from Vogue, Sept. 1, 1952, p. 12. Appl. author: Botany Mills, inc., employer for hire. © 1Sep52; KK79236.

Sell more slacks, right off this Botany slack rack. Adv. from Men's wear, Aug. 22, 1952, p. 37. Appl. author: Botany Mills, inc., employer for hire. © 22Aug52; KK76851.

She knows Botany. Bellelano, too, knows the dramatic texture of Boukara by Botany. (Fabrics) Adv. from Vogue, Sept. 1, 1952, p. 21. Appl. author: Botany Mills, inc., employer for hire. © 1Sep52; KK77312.

She knows Botany. Carolyn Schnurer, too, knows Crinnette by Botany. (Fabrics) Adv. from Harper's bazaar, Aug. 1952, p. 25. Appl. author: Botany Mills, inc., employer for hire. © 1Aug52; KK76432.

She knows Botany. Don Loper, too, knows Tazmeer by Botany. (Fabrics) Adv. from Harper's bazaar, Oct., 1952, p. 59. Appl. author: Botany Mills, inc., employer for hire. © 1Oct52; KK78222.

She knows Botany. Goldberg Weissman, too, knows the drama Botany brand fabrics lend to fashion. Adv. from Mademoiselle, Aug. 1952, p. 113. Appl. author: Botany Mills, inc., employer for hire. © 1Aug52; KK76431.

She knows Botany. Jane Erwill brings you the zephyr touch of Botany's yarn-dyed 100 o/o virgin wools ... (Yarns and fabrics) Adv. from the New York times magazine, Aug. 31, 1952, p. 40. Appl. author: Botany Mills, inc., employer for hire. © 31Aug52; KK77237.

She knows Botany. Judy'n'Jill, too, know the new-and-important look of shaggy long haired coatings such as Zableen by Botany ... (Fabrics) Adv. from Mademoiselle, Sept. 1952, p. 11. Appl. author: Botany Mills, inc., employer for hire. © 1Sep52; KK77398.

She knows Botany. Moordale Junior, too, knows the importance of fine texture, fine woolen. (Fabrics) Adv. from Charm, Sept. 1952, p. 20. Appl. author: Botany Mills, inc., employer for hire. © 25Aug52; KK77397.

She knows Botany. Murray Sics, too, knows the crisp texture of Marchana, Botany's matchless gabardine of 100 o/o virgin wool. Adv. from the New York times magazine, Aug. 17, 1952, p. 64. Appl. author: Botany Mills, inc., employer for hire. © 17Aug52; KK76746.

She knows Botany. Nathali Nicoli, too, knows the fine texture and touch of Drurylaine ... (Fabrics) Adv. from Vogue, Aug. 1, 1952, p. 25. Appl. author: Botany Mills, inc., employer for hire. © 1Aug52; KK76470.

She knows Botany. Philip Mangone, too, knows the soft brushed texture of Tazmeer by Botany. (Fabrics) Adv. from Harper's bazaar, Sept. 1952, p. 89. Appl. author: Botany Mills, inc., employer for hire. © 1Sep52; KK77311.

They out-British the British. Bond Street prints in Botany brand wrinkle-proof ties. Adv. from Men's wear, July 25, 1952, p. 61. Appl. author: Botany Mills, inc., employer for hire. © 25Jul52; KK75970.

Which would you choose to bask in ... Botany. (Sportswear) Adv. from Men's wear, Nov. 21, 1952, p. 91. Appl. author: Botany Mills, inc., employer for hire. © 21Nov52; KK79898.

Why give less, why wear less than the best. Botany brand wool products. (Shirts, robes, ties, yarn and fabrics) Adv. from the New York times magazine, Dec. 7, 1952, p. 80. Appl. author: Botany Mills, inc., employer for hire. © 7Dec52; KK80303.

You're sure you can match any color, anytime, anywhere. Botany brand no-dye-lot yarns. Adv. from Modern needlecraft, fall 1952, p. 4 of cover. Appl. author: Botany Mills, inc., employer for hire. © 1Jul52; KK74991.

BOURKE, INC.

The apple doesn't fall far from the tree. (Dental molds) Sheet. Appl. author: Bourke, Holland & Miller, inc. © Bourke, inc. (assignee of Envoys, inc., formerly, Bourke & Miller, inc., formerly, Bourke, Holland & Miller, inc.); 10Dec48; KK79913.

BOURKE AND MILLER, INC.

Simplicity in filing appeals to us ... KK79911. SEE Envoys, inc.

BOURKE, HOLLAND AND MILLER, INC.

The apple doesn't fall far from the tree. KK79913. SEE Bourke, inc.

Which will it be ... KK79912. SEE Envoys, inc.

BOY SCOUTS OF AMERICA ©.

5' flat bow. Materials and tools. Sheet. © 10Sep52; KK78906.

5' 6" flat bow. Materials and tools. Sheet. © 10Sep52; KK78903.

How to make a two-stick kite. Sheet. © 10Sep52; KK78905.

Target arrow. Materials and tools. Sheet. © 10Sep52; KK78904.

BOYD, A. CULVER, Jr.
Always light 'n luscious made this new way with Carnation [evaporated] milk. KK77604. SEE Carnation Company.

Carnation always brings out the best in me. KK79524. SEE Carnation Company.

Carnation grants you two big wishes that won't come true with any other form of milk. KK75040. SEE Carnation Company.

Cool 'n quick, and you can't make it with any other form of milk. KK77603. SEE Carnation Company.

It takes Carnation milk for these 2 new tricks with cake mix. KK78833. SEE Carnation Company.

It takes Carnation milk for this wonderful, new way to fix tuna. KK75043. SEE Carnation Company.

It takes the milk from contented cows to glorify chicken 'n gravy. KK75039. SEE Carnation Company.

Milk and cheese is all it takes for lightning quick cheese sauce. KK75632. SEE Carnation Company.

Put them together for soup supreme. KK79523. SEE Carnation Company.

You've never tasted cocoa so Chocolatey until you've made it with Carnation milk. KK79828. SEE Carnation Company.

BOYD, DUANE.
Compact tissue napkins. KK80111. SEE Marathon Corporation.

Parafilm. KK78451. SEE Marathon Corporation.

Waxtex sandwich bags. KK80110. SEE Marathon Corporation.

BOYD, MAX WENDELL ©.
Instruction sheet, Inoreut plastic storm windows. Put up in 3 easy steps. Sheet. © 26Jul52; KK75669.

BOZELL AND JACOBS, INC.
Calf Creepers. KK80657. SEE Staley Milling Company.

Feed as a complete ration Staley Solo Egg All-mash Atoms. KK80551. SEE Staley Milling Company.

Feed 50-50 with grain Staley ... KK80552. SEE Staley Milling Company.

Feed with two parts grain Staley ... KK80550. SEE Staley Milling Company.

The key to your design problem. KK79267. SEE Standard Locknut and Lockwasher, inc.

Mothers. KK77784. SEE Pfaff Sewing Machine Corporation.

Out of our laboratories came this startling development. KK75396. SEE Storz Brewing Company.

Pfaff sews all these without attachments. KK78037. SEE Pfaff Sewing Machine Corporation.

Sewing machine sales up 25 o/o, Pfaff sales up 62 o/o. KK75728. SEE Pfaff Sewing Machine Corporation.

BRADLEY, JAMES E.
How many horses does it take to stop your car? KK79294. SEE Asbestos Manufacturing Company.

BRADY (RICHARD H.) COMPANY, INC.
Can you guess what this is? KK78701. SEE Scientific Apparatus Makers Association. Laboratory Equipment Division.

BRANN, DONALD R.
Cabinet end table. KK80341. SEE Easi-Bild Pattern Company.

Chaise on wheels. KK80349. SEE Easi-Bild Pattern Company.

Christmas window. KK80346. SEE Easi-Bild Pattern Company.

Climbing pole. KK80345. SEE Easi-Bild Pattern Company.

Complete gymnasium. KK80352. SEE Easi-Bild Pattern Company.

Dining buffet. KK80343. SEE Easi-Bild Pattern Company.

Dining table & cabinet. KK80348. SEE Easi-Bild Pattern Company.

Jungle gym. KK80353. SEE Easi-Bild Pattern Company.

Modern dining table. KK80342. SEE Easi-Bild Pattern Company.

Modern wardrobe. KK80344. SEE Easi-Bild Pattern Company.

Round coffee table. KK80350. SEE Easi-Bild Pattern Company.

Sliding top table. KK80351. SEE Easi-Bild Pattern Company.

Storeasy picnic table. KK80347. SEE Easi-Bild Pattern Company.

BREED, THEODORE R.
Red Ball frame jack. KK75403. SEE Triangle Jack Company, inc.

BREISMEISTER, FRED C.
Now ready. KK78953. SEE Educational Book Company.

Thrill to week's free trial of the most complete information on the sport of fishing ever packed into one book. KK75563. SEE Wise and Company, inc.

BREITENBACH, ROBERT H.
Add an extra room at less cost. KK76481. SEE Chamberlin Company of America.

Chamberlin rock wool the fireproof insulation that keeps your house warmer in winter. KK78483. SEE Chamberlin Company of America.

Chamco steel combination storm windows. KK76485. SEE Chamberlin Company of America.

Keep winter heat in and summer heat out. KK78191. SEE Chamberlin Company of America.

New, optional self-storing Chamberlin all metal Weathertwin combination windows. KK76482. SEE Chamberlin Company of America.

Stop. Prepare your home for comfort, health, economy and cleanliness. KK76484. SEE Chamberlin Company of America.

What can be done about the weather? KK76483. SEE Chamberlin Company of America.

BRENFLECK, EUGENE V.
Lubri-Loy top oil plus fuel anti-freeze. KK79508. SEE Lubri-Loy Company.

BRESNICK, OSCAR.
Dawson's is calorie controlled. KK76131. SEE Dawson's Brewery, inc.

BREWER (BRUCE B.) AND COMPANY.
I made our old car new again with these Western Auto values. KK74930. SEE Western Auto Supply Company.

Repower your car with America's finest remanufactured engine. KK75413. SEE Western Auto Supply Company.

Be light-hearted. Double your pleasure with Carling's Red Cap ale. Adv. from Life, June 16, 1952, p. 59. Appl. author: Benton & Bowles, inc. © 13Jun52; KK75369.

BREWING CORPORATION OF AMERICA ©.
Be light-hearted. Double your pleasure with Carling's Red Cap ale. Adv. from Life, July 14, 1952, p. 73. Appl. author: Benton & Bowles, inc. © 11Jul52; KK76143.

Be light-hearted. Double your pleasure with Carling's ... Red Cap ale. Adv. from Life, Aug. 18, 1952, p. 80. Appl. author: Benton & Bowles, inc. © 15Aug52; KK76810.

Better than beer? A very different brew you'll want to try. Carling's Red Cap ale. Adv. from Dayton daily news, June 20, 1952, p. 20. Appl. author: Benton & Bowles, inc. © 20Jun52; KK75559.

Better than beer? More and more are saying yes. See if you agree with them. Carling's Red Cap ale. Adv. from Journal herald, Dayton, Ohio, June 27, 1952, p. 33. Appl. author: Benton & Bowles, inc. © 27Jun52; KK75783.

Better than beer? With an open bottle and an open mind, you can answer that question today. Carling's Red Cap ale. Adv. from Boston garden-arena sport-news, Oct. 1952, p. 1. Appl. author: Benton & Bowles, inc. © 10Oct52; KK78504.

Better than beer? With an open bottle and an open mind you can answer that question tonight. Carling's Red Cap ale. Adv. from Dayton daily news, July 3, 1952, p. 9. Appl. author: Benton & Bowles, inc. © 3Jul52; KK75882.

Better than beer. With an open bottle and an open mind you can answer that question tonight. Carling's Red Cap ale. Adv. from Newark evening news, Oct. 24, 1952, p. 57. Appl. author: Benton & Bowles, inc. © 24Oct52; KK79032.

Better than beer? You'll find the answer in a glass of this light-hearted ale. Carling's Red Cap ale. Adv. from Binghamton sun, Oct. 31, 1952, p. 2. Appl. author: Benton & Bowles, inc. © 31Oct52; KK79031.

Do you agree? Does Carling's Red Cap ale taste even better than beer? Adv. from Journal herald, Dayton, Ohio, July 11, 1952, p. 29. Appl. author: Benton & Bowles, inc. © 11Jul52; KK76144.

BRICKMAN, PAUL.
It's new, Webcor midge, 3 speed 3 size fono. SEE Webster-Chicago Corporation.

BRIDGE, DAISY C. ©.
Compass playing cards. Sheet. © 30Aug52; KK79710.

BRIDGEMAN-RUSSELL COMPANY ©.
Velvet ice cream. Contents: one pint liquid. Label. © 19May52; KK75587.

BRIGGS, JOHN L., Jr.
Products, specifications, 1952. KK79500. SEE Atlas Supply Company.

BRIGGS MANUFACTURING COMPANY ©.
Briggs Beautyware in color. Simply beautiful, and beautifully thrifty. (Plumbing ware and bathroom fixtures) Adv. from the Saturday evening post, Sept. 27, 1952, p. 155. Appl. author: MacManus, John & Adams, inc. © 1Sep52; KK79005.

Briggs refuses to compromise with quality. Beautyware plumbing. Adv. from American builder, July 1952, p. 161. Appl. author: MacManus, John & Adams, inc. © 1Jul52; KK77396.

Briggs refuses to compromise with quality. Briggs Beautyware. (Plumbing ware & bathroom fixtures) Adv. from NAHB correlator, Aug. 1952, p. 57-58. Appl. author: MacManus, John & Adams, inc. © 1Aug52; KK78150.

Builders and buyers like Briggs Beautyware. (Plumbing ware and bathroom fixtures) Adv. from NAHB correlator, June 1952, p. 72-73. Appl. author: MacManus, John & Adams, inc. © 1Jun52; KK78149.

Builders and buyers like Briggs Beautyware because it's free from trouble. (Plumbing ware and bathroom fixtures) Adv. from American builder, June 1952, p. 67. Appl. author: MacManus, John & Adams, inc. © 1Jun52; KK77663.

For the acid test, count on a Briggs bathtub, it's stain-proof. Adv. from NAHB correlator, Oct. 1952, pp. 73-74. Appl. author: MacManus, John & Adams, inc. © 1Oct52; KK78998.

Help for the harried homemaker. Briggs Beautyware decorator plumbing fixture colors. (Plumbing ware & bathroom fixtures) Folder. Appl. author: Brindley-Roth, inc. © 1Jul52; KK75788.

It's quality that sells Briggs Beautyware. (Plumbing ware and bathroom fixtures) Adv. from NAHB correlator, July 1952, p. 72-73. Appl. author: MacManus, John & Adams, inc. © 1Jul52; KK78152.

Modernize your bathroom with Briggs Beautyware plumbing fixtures. Your choice of four pastel colors or sparkling white. Display sheet. Appl. author: MacManus, John & Adams, inc. © 27Jun52; KK75787.

Pretty as a picture, sturdy as they come. Briggs Beautyware plumbing fixtures. Adv. from Better homes and gardens, July 1952, p. 143. Appl. author: MacManus, John & Adams, inc. © 1Jul52; KK76023.

Two bathrooms of Briggs Beautyware in color. Here's a Briggs sales campaign that's loaded for results ... (Plumbing ware & bathroom fixtures) Adv. from Plumbing & heating journal, Sept. 1952, p. 103. Appl. author: MacManus, John & Adams, inc. © 1Sep52; KK78999.

Two bathrooms of Briggs Beautyware in color. Show your prospects two bathrooms ... (Plumbing ware & bathroom fixtures) Adv. from Practical builder, Sept. 1952, p. 111. Appl. author: MacManus, John & Adams, inc. © 1Sep52; KK78997.

BRINDLEY-ROTH, INC.
Bosch deer hunters round-up. KK78754.
SEE Bosch Brewing Company.

Extruded aluminum alloy moldings. KK79298. SEE Trimedge, inc.

Help for the harried homemaker. KK75788. SEE Briggs Manufacturing Company.

We spent 92 hours today solving your ceramic and glass color problems. KK77897. SEE Pemco Corporation.

BRISTOL-MYERS COMPANY ©.
Stay on your toes with the daily-bath-plus-deodorant habit. Mum

deodorant. Poster. Appl. author: Sally Dickson Associates. © 19Sep52; KK77485.

They all have a job to do. Ipana tooth paste. Folder. Appl. author: Sally Dickson Associates. © 12Sep52; KK77486.

BRODERICK, RAYMOND J.
Anniversary seals. KK76776. SEE Castle Island Press.

BROLITE COMPANY, INC. ©.
Brosoft for use in quality baked products. Adv. from Garfieldian publications, Nov. 19, 1952, p. 4G. Appl. author: Harold L. Feigenholtz. © 19Nov52; KK80250.

Freshtex for use in quality baked products. Adv. from Garfieldian publications, Nov. 19, 1952, p. 4G. Appl. author: Harold L. Feigenholtz. © 19Nov52; KK80251.

BRON-SHOE COMPANY.
Save-A-Trip, baby shoe bronzing mailer. Envelope. Appl. author: Robert B. Greene. © The Bronx Shoe Co.; 15Nov52; KK79822.

BRONX SAVINGS BANK.
In only 3 years, 11 months, \$1000 cash plus \$1000 life insurance immediately. The Bronx Savings Bank. (Savings and insurance) Adv. from Daily news, New York, Nov. 19, 1952, p. 63. Appl. author: H. J. Gerds Co., inc. © The Bronx Savings Bank; 18Nov52; KK79692.

Introducing the new insured-savers plan; \$1000 cash in only 3 years, 11 months ... Adv. from Daily news, New York, Nov. 6, 1952, p. M3. Appl. author: H. J. Gerds Co., inc. © The Bronx Savings Bank; 5Nov52; KK79121.

\$1000 cash, \$1000 life insurance. The new insured-savers plan. Folder. Appl. author: H. J. Gerds Co., inc. © The Bronx Savings Bank; 31Oct52; KK78724.

BROOKE, SMITH, FRENCH AND DORRANCE, INC.
No radiators, no registers with new, dirt-free Bundyweld ceiling radiant heating. KK80309. SEE Bundy Tubing Company.

BROOKLAWN CREAMERY COMPANY ©.
Sweet cream AA butter. Brooklawn. One pound net. Label. Appl. author: Clarendon Nelezen. © 24Sep52; KK78381.

BROOKS, W. H., d.b.a. Brooks Produce. SEE Brooks Produce.

BROOKS PRODUCE.
Texoma Hop Chops pan ready domestic frying rabbit. Label. © W. H. Brooks, d.b.a. Brooks Produce; 24Apr52; KK75769.

BROWN, BYRON H.
Only TAC has perfected the open-end ratchet wrench. SEE Tubing Appliance Company.

BROWN, HARRY BOYD.
Proudly offers the new miracle gems of science. KK75687. SEE Kenya Gem Corporation.

BROWN, James Delmont, sole owner
Handicapped Sales Company. SEE Handicapped Sales Company.

BROWN, MELVIN J.
Enjoy a good serving of ice cream for only 12¢. KK78198. SEE Brown's Creamery Company.

We know that you'll like Brown's new fudge revel ice cream nut roll. KK79366. SEE Brown's Creamery Company.

BROWN AND GRAVENSON, INC. ©.
Another Richie triumph. The biggest dollar days and cash special catalog in America. (Household utensils, clothing, etc.) Pamphlet. Appl. author: Sidney M. Brownstein. © 19Jun52; KK75215.

Private sale. 100 o/o wool filled satin comforters. Mailing folder. Appl. author: Sidney M. Brownstein. © 30Jun52; KK75214.

Promotional advertising schedule, fall 1952. An integrated account-opening program for jewelry stores. (Household utensils, etc.) Pamphlet. Appl. author: Sidney M. Brownstein. © 30Jun52; KK75213.

BROWN-FORMAN DISTILLERS CORPORATION ©.
Happy to be aboard ... There is nothing better in the market. Old Forester Kentucky straight bourbon whisky. Adv. from Life, May 19, 1952, p. 107. Appl. author: Ruthrauff & Ryan, inc. © 19May52; KK75509.

Known everywhere as America's guest whisky. Old Forester. Adv. from Life, Sept. 15, 1952, p. 70. Appl. author: Ruthrauff & Ryan, inc. © 15Sep52; KK79377.

There is nothing better in a julep. Because as it says on the label: There is nothing better in the market. Old Forester Kentucky straight bourbon whisky. Adv. from Time, July 14, 1952, p. 32. Appl. author: Ruthrauff & Ryan, inc. © 14Jul52; KK75508.

BROWNBERRY OVENS, INC. ©.
Catherine Clark's Brownberry white enriched bread. Wt. 1 lb. Label. Appl. author: C. Karl Berray. © 3Nov52; KK79515.

BROWNELL, THOMAS CHURCH ©.
The new Mike adjuster. (Safety razor improved setting) Sheet. © 12May52; KK74939.

BROWNING, Laurance LeWright. SEE Browning Manufacturing Company.

BROWNING MANUFACTURING COMPANY ©.
Browning roller chain drives. Price sheet CD 101-A, new effective 10-1-52. Folder. Appl. author: Laurance LeWright Browning. © 1Oct52; KK78842.

Browning set collars. Form SC101, Aug. 1, 1952. Sheet. Appl. author: Laurance LeWright Browning. © 1Aug52; KK75939.

BROWN'S CREAMERY COMPANY ©.
Enjoy a good serving of ice cream for only 12¢. Brown's take-out sundae cup. Poster. Appl. author: Melvin J. Brown. © 7Oct52; KK78198.

We know that you'll like Brown's new fudge revel ice cream nut roll. Poster. Appl. author: Melvin J. Brown. © 6Nov52; KK79366.

BROWNSTEIN, SIDNEY M.
Another Richie triumph. KK75215. SEE Brown and Gravenston, inc.
Private sale. KK75214. SEE Brown and Gravenston, inc.

Promotional advertising schedule, fall, 1952. KK75213. SEE Brown and Gravenston, inc.

BRUCE (E. L.) COMPANY ©.

Beautiful, new Bruce laminated oak blocks. For easy, trouble-free installation over concrete. Folder. Appl. author: Thomas Harvey Creech. © 11Aug52; KK76315.

Every kitchen deserves one; Bruce laminated hardwood Chop Block. Folder. Appl. author: John Carlyle Fleming. © 8Dec52; KK80177.

BRUCK (FRANKLIN) ADVERTISING CORPORATION.

Adventure with perfume. SEE Coty, inc.

Another great perfume by Coty, Meteor. KK75637. SEE Coty, inc.

Coty gifts trimmed at no extra cost. KK80639. SEE Coty, inc.

Coty makes your shop a gift center with these ready-wrapped Coty toiletries. KK79406. SEE Coty, inc.

Coty presents the new look for more make-up sales. KK78238. SEE Coty, inc.

Dress yourself in fragrance. KK74949. SEE Coty, inc.

Emeraude, the fragrance, the colour, the fashion. KK77850. SEE Coty, inc.

Fragrance makes the bath; Coty makes the fragrance ... KK75395. SEE Coty, inc.

How to make your powder cling without accenting lines or pores. KK77891. SEE Coty, inc.

It's a woman's privilege. KK78231. SEE Coty, inc.

Most accurate self-winder. KK78232. SEE Croton Watch Company.

New lasting beauty. KK78362. SEE Coty, inc.

Season's brightest gifts by Coty. SEE Coty, inc.

Warm flattery for any complexion tone. KK76277. SEE Coty, inc.

BRUMBACH, GEORGE E.

Service bulletin. SEE Carpenter Steel Company.

BRYAN, WILLIAM ELERY ©.

Rain-Off, invisible liquid water repellent, made with silicone. Label. © 30Jul52; KK80449.

BRYANT, GORDON H.

Antarctic tenderloin whale steak. KK79333. SEE Frozen Food Institute, inc.

BUCHEN COMPANY.

Another outstanding gift item, Inland tea server strains without removing the cap. KK80183. SEE Club Aluminum Products Company.

Baby sitting business boosts church attendance. KK77735. SEE New Castle Products.

Banking that is building Michigan as it is building this community. SEE Michigan National Bank.

Biggest news in years from Club Aluminum. SEE Club Aluminum Products Company.

Brand new Inland coffee warmer; different, glamorous, see it glow ... KK79122. SEE Club Aluminum Products Company. Inland Glass Works Division.

Build rooms in just seconds with Modernfold doors. KK78102. SEE New Castle Products.

Don't miss Ripon's new spring line.

KK79238. SEE Ripon Knitting Works.

Fairbanks-Morse Train Master 2400 horsepower Diesel locomotive. KK78086. SEE Fairbanks, Morse and Company.

For extra services, extra schoolroom space, Modernfold doors pay off. KK75768. SEE New Castle Products.

For slumber rooms or for offices, Modernfold doors save space. KK78501. SEE New Castle Products.

Guests go for our rooms made bigger by Modernfold doors. KK79968. SEE New Castle Products.

How Modernfold doors make your work easier and more effective. KK77889. SEE New Castle Products.

How Modernfold doors simplify our selling job. KK77759. SEE New Castle Products.

How to add a room in seconds with Modernfold doors. KK78913. SEE New Castle Products.

How to build a third bedroom into a two-bedroom house. KK75660. SEE New Castle Products.

If you rented this space, wouldn't you like to relax in your living room ... KK77985. SEE New Castle Products.

In Church in Sunday School Modernfold doors give a crowd-pleasing performance. KK79760. SEE New Castle Products.

Inland Carafettes and Carafes, what a wonderful way to serve coffee. KK79281. SEE Club Aluminum Products Company.

Is there any easier way to enlarge an operating room. KK79957. SEE New Castle Products.

Lost, swinging doors stole my corner. KK77936. SEE New Castle Products.

Make one room do the work of two with Modernfold movable walls. KK78972. SEE New Castle Products.

Neat way to add rooms the instant you need them. KK80669. SEE New Castle Products.

New, new, new. KK78502. SEE Club Aluminum Products Company.

Now you see it, now you don't. KK77896. SEE New Castle Products.

Popular Inland Carafes now nationally advertised in the magazines your customers read. KK79282. SEE Club Aluminum Products Company.

Schoolrooms built while you wait. KK77722. SEE New Castle Products.

Show place, or office space? KK75635. SEE New Castle Products.

Slip-on Ripons for happy feet. SEE Ripon Knitting Works.

Space that changes shape in seconds. KK76014. SEE New Castle Products.

TM. Train Master, the new name in railroad motive power ... KK79503. SEE Fairbanks, Morse and Company.

Tri-mount locomotive truck. KK76931. SEE Fairbanks, Morse and Company.

You get more rooms, more revenue from them with Modernfold doors. KK75661. SEE New Castle Products.

Your ideas come to life, for life with Modernfold doors. KK79725. SEE New Castle Products.

BUDELMAN, Frederick T. SEE Budelman Radio Corporation.

BUDELMAN RADIO CORPORATION ©.

Frequency deviation meter type 17A. (Electronic equipment) Sheet. Appl. author: Frederick T. Budelman. © 20ct52; KK78433.

BUFLOVAK Equipment Division of Blaw-Knox Company. SEE Blaw-Knox Company. Buflovak Equipment Division.

BUG-A-BOO PRODUCTS, INC. ©.

Closet hanger Bug-A-Boo moth crystals. (Moth repellent) Label. Appl. author: Nelson C. Latremore. © 14Nov52; KK80119.

Kills moth worms, flying moths, moth eggs. Bug-A-Boo moth crystals. Label. Appl. author: Nelson C. Latremore. © 14Nov52; KK80120.

BULKA, GLADYS.

Coyote Kachina; U-Makit. (Pattern for making wooden doll) Sheet. © Gladys Bulka & Leigh Keith Johnson; 14Jul52; KK76387.

BULKA, Gladys and Leigh Keith Johnson, d.b.a. Southwest Unlimited. SEE Southwest Unlimited.

BULLA, T. Wade and W. L. Marrs; Kingfish Sausage and Specialty Co., inc. SEE Kingfish Sausage and Specialty Company, inc.

BUNDY TUBING COMPANY ©.

No radiators, no registers with new, dirt-free Bundyweld ceiling radiant heating. (Metal tubing) Adv. from the American home, Dec. 1952, p. 23. Appl. author: Brooke, Smith, French & Dorrance, inc. © 25Nov52; KK80309.

BUNYAN, PAUL.

Make your hooks bite ... (Fish hooks and fishing equipment) Card. © Norman Edward Lee Means, d.b.a. Paul Bunyan; 16Jan52; KK75574.

BURBRIDGE, C. W., t.a. Southwestern Stamp Works. SEE Southwestern Stamp Works.

BURCHAM, G. N., d.b.a. Inspectors Sea Food Company. SEE Inspectors Sea Food Company.

BURGESS VIBROCRAFTERS, INC. ©.

Burgess marking tool speeds production, cuts costs. Vibro-Graver. (Vibrating engraving tool) Sheet. Appl. author: Carl L. Sorensen. © 5Aug52; KK75992.

Here are 22 full-size patterns for use with your BVI electric jig saw. Sheet. Appl. author: David Swartwout. © 30Jul52; KK75991.

Make hundreds of useful things with this new BVI electric jig saw. Poster. Appl. author: Carl L. Sorensen. © 30Jul52; KK75993.

New big profit maker for dealers everywhere. BVI electric jig saw with built-in rotary motor. Sheet. Appl. author: Carl Sorensen. © 28Jul52; KK76130.

BURKE, R. J.

Build now for 6 weeks of summer swimming. KK75969. SEE Paddock of Texas.

BURKE (R. J.) ADVERTISING, INC. \$142.50 buys the best. KK76314. SEE Tash (Al) Dye Works.

BURLESON, JOHN ELY ©.

Battle stations. Excitement and fun for Admirals 9 to 90. (Game) Label. © 2Sep52; KK78800.

BURN, HARRY.

Kozy-Nook hassox by Crawford, fall 1952 - spring 1953. KK75755.
SEE Crawford Manufacturing Company, inc.

Kozy-Nook hassox mat service.
KK79237. SEE Crawford Manufacturing Company, inc.

BURNETT, LEO.

Living around the clock with Englander. KK78162. SEE Englander Company, inc.

New idea in sleep. KK78161. SEE Englander Company, inc.

BURNETT (LEO) COMPANY, INC.

At last, coconut that doesn't dry out. KK76880. SEE Durkee Famous Foods.

At the end of an echo. KK78669. SEE Harris Trust and Savings Bank.

The beer that made Milwaukee famous is the beer the world loves best. KK79555. SEE Schlitz (Jos.) Brewing Company.

Best time to buy refrigerator since 1941. KK75984. SEE International Harvester Company.

Best time to buy since 1941. KK75985. SEE International Harvester Company.

The bifocal benefit. KK78667. SEE Harris Trust and Savings Bank.

Big man with the ladies. KK75479. SEE Green Giant Company.

Brewed to the modern taste ... KK76128. SEE Schlitz (Jos.) Brewing Company.

Corn with the fiesta flavor. KK75480. SEE Green Giant Company.

The extra 25 o/o. KK78670. SEE Harris Trust and Savings Bank.

Finest flavor on earth. Niblets sweet corn. KK75471. SEE Green Giant Company.

5 dream-style dishes you can make with the Green Giant's cream-style corn. KK75481. SEE Green Giant Company.

4 famous West Coast salads made extra thrilling with Durkee's fresh egg mayonnaise. KK76884. SEE Durkee Famous Foods.

Freshest peas you never shelled. KK75477. SEE Green Giant Company.

Good morning, fresh eggs. KK76885. SEE Durkee Famous Foods.

Great value in good eating. SEE Green Giant Company.

Happy meeting ground for the finest corn on earth. KK75469. SEE Green Giant Company.

He looked out the window - and found himself. KK79290. SEE Harris Trust and Savings Bank.

How big is a dollar. KK79292. SEE Harris Trust and Savings Bank.

How do you measure it? KK78668. SEE Harris Trust and Savings Bank.

I told him about the kid's first tooth ... KK76118. SEE Schlitz (Jos.) Brewing Company.

If you like beer you'll love Schlitz. SEE Schlitz (Jos.) Brewing Company.

I'm a stand-in for a real star. KK75478. SEE Green Giant Company.

It's the little extras that make Schlitz the best-liked beer in history. SEE Schlitz (Jos.) Brewing Company.

Make no little plans. KK79293. SEE Harris Trust and Savings Bank.

The new gold standard of margarine. SEE Durkee Famous Foods.

New take-it-easy idea for hot days. KK76887. SEE Durkee Famous Foods.

New treat from the islands, Durkee's Royal Hawaiian cole slaw. KK76886. SEE Durkee Famous Foods.

Now, coconut that stays fresh longer than the cake does. KK76888. SEE Durkee Famous Foods.

Only the young, sweet and tender wear this label. KK75467. SEE Green Giant Company.

Our candidate. KK79291. SEE Harris Trust and Savings Bank.

Peanuts, peanuts, why don't they give me Kounty Kist peas. KK75474. SEE Green Giant Company.

Reach for your sombrero. KK75476. SEE Green Giant Company.

Schlitz comes in for more praise, by more people, than any other beer in history ... KK76123. SEE Schlitz (Jos.) Brewing Company.

Schlitz is the beer that looks, acts, and tastes the way most Americans like beer ... KK76126. SEE Schlitz (Jos.) Brewing Company.

Stubborn pride. KK78672. SEE Harris Trust and Savings Bank.

Sweet as a kiss - honest as mother earth. KK75475. SEE Green Giant Company.

That wonderful taste that makes Schlitz so enjoyable ... KK76121. SEE Schlitz (Jos.) Brewing Company.

They cussed the putts that didn't drop ... KK76117. SEE Schlitz (Jos.) Brewing Company.

Tonight on TV. SEE Schlitz (Jos.) Brewing Company.

A valentine should be so tender. KK75468. SEE Green Giant Company.

We're often asked why Schlitz tastes better than any other beer ... KK76127. SEE Schlitz (Jos.) Brewing Company.

What's wrong with the world? KK78671. SEE Harris Trust and Savings Bank.

You, the company. KK79289. SEE Harris Trust and Savings Bank.

You'll love Schlitz, the beer that made Milwaukee famous. KK79484. SEE Schlitz (Jos.) Brewing Company.

You've got a date with tenderness. KK75470. SEE Green Giant Company.

BURNHAM CORPORATION ©.

Outside design temperatures for greenhouse heating. Sheets. Appl. author: Watson B. Hastings. © 8Aug52; KK76525.

BURSON, William Worth, d.b.a.

Burson Laboratories. SEE Burson Laboratories.

BURSON LABORATORIES.

Paw Paw odorless. Nature's way to clean and deodorize. (Bacterial activator) Folder. © William Worth Burson, d.b.a. Burson Laboratories; 21Oct52; KK78679.

BURSTEIN, J. A. SEE Burstein-Applebee Company.

BURSTEIN-APPLEBEE COMPANY ©.

B-A radio, television, electronics. Annual catalog no. 531, 1953. 147 p. Appl. author: J. A. Burstein. © 1Sep52; KK78136.

Order Christmas goods early. Supplement no. 53-2 to 1953 annual catalog no. 531. (Radio, TV, electrical appliances) 31 p. Appl. author: J. A. Burnstein. © 27Oct52; KK79336.

BURTON, OLIVER M.

For the latest inside dope on selective breeding. KK76246. SEE Burton Lane Farms.

BURTON LANE FARMS ©.

For the latest inside dope on selective breeding. (figs) Folder. Appl. author: Oliver M. Burton. © 23May52; KK76246.

BUSTARD, W. L. ©.

You and I. (Funeral services) Folder. © 27Oct52; KK79874.

BUTLER, JAMES R.

Selling Raytheon TV. KK75114. SEE Belmont Radio Corporation.

BUTLER, LESTER H.

Steel foundries. Yes, it's non-toxic, non-irritating, Superset dry core binder. KK75309. SEE Stoller Chemical Company.

BUTT (H. E.) GROCERY COMPANY ©.

Old time round-up corn bread muffins. Label. Appl. author: Milprint, inc. © 28Oct52; KK79233.

BUZZEO, WILLIAM E.

Pride O the Sea, salad dressing. KK75157. SEE Products of Famous Restaurants, inc.

C**C AND D BATTERIES, INC. ©.**

An advanced design of lead-antimonial batteries in plastic. PlasticCell. Sheet. Appl. author: The Richard A. Foley Advertising Agency, inc. © 6Oct52; KK78024.

C & D Slyver-Clad industrial truck batteries. Folder. Appl. author: The Richard A. Foley Advertising Agency, inc. © 27Sep52; KK78013.

Motorized lift truck batteries. Folder. Appl. author: The Richard A. Foley Advertising Agency, inc. © 6Aug52; KK75934.

PlasticCell fire alarm batteries. C & D. Folder. Appl. author: The Richard A. Foley Advertising Agency, inc. © 12Aug52; KK76245.

C-F ENTERPRISES ©.

Introducing Sipainter. (Paint equipment) Folder. Appl. author: Stuart K. Choate, Jr. © 20Oct52; KK78285.

CAHN, CHARLES.

Around the clock the sport suit of your life Lin-o-weve. KK77305. SEE Schoeneman (J.) inc.

Bahama wash 'n wear. KK77529. SEE Schoeneman (J.) inc.

Bahama wash 'n wear dacron and nylon summer suit. KK77306. SEE Schoeneman (J.) inc.

Bahama wash 'n wear dacron-nylon cool summer suit. KK77455. SEE Schoeneman (J.) inc.

Baku-Weve summer suit tailored by Doncaster. KK77456. SEE Schoeneman (J.) inc.

Cold wave coming. KK79330. SEE Schoeneman, J.

Cool magic. KK77304. SEE Schoeneman (J.) inc.

CAHN, CHARLES. Cont'd.

Doncaster Cords icy cool summer suit. KK77454. SEE Schoeneman (J.) inc.

Fabulous Doncaster dacron and worsted summer suit. KK79300. SEE Schoeneman (J.) inc.

Here comes the ice man. KK77823. SEE Schoeneman (J.) inc.

Kingsridge newspaper mats for fall suitings 1952. KK75496. SEE Schoeneman (J.) inc.

Very Cooly Yours. KK77847. SEE Schoeneman (J.) inc.

Very Cooly Yours imported Coronado. KK77824. SEE Schoeneman (J.) inc.

Worth looking into. SEE Schoeneman (J.) inc.

CAIRNS, Henry W., d.b.a., Rox Products Company. SEE Rox Products Company.

CAL-CRAFT WOOD FABRICS ©.
Background for beautiful interiors. Cal-Craft wood fabrics. Pamphlet. Appl. author: James W. Clark. © 15Apr52; KK76020.

CALDWELL, Harold J., John C. Bennett and Frank A. Law, forming the partnership Paramount Pub. Co. SEE Paramount Publishing Company.

CALDWELL (J. E.) AND COMPANY ©.
J. E. Caldwell & Co. A Caldwell gift, a diamond, jewelry, a timepiece. 18 p. © 6Nov52; KK78974.

CALGON, INC. ©.
Calgon composition T, a dispersant for calcium carbonate. (Dispersing agent) Sheet. © 15Aug52; KK76805.

Calgon restores capacity of wells, aids in the development of new wells. (Water treatment chemical) 15 p. © on revisions; 19Aug52; KK76804.

Facts about Micromet. (Water treatment chemical) 10 p. © 11Sep52; KK77438.

Restores capacity of wells. Calgon. (Water treatment chemical) 15 p. © 24Jul52; KK75937.

CALIFORNIA KIT BOAT COMPANY ©.
Flying Fish, America's newest sail-sport thrill. (Boats) Folder. Appl. author: Clayton W. Hyden. © 21Jun52; KK76188.

CALIFORNIA OIL COMPANY ©.
More power; high road octane makes the difference. Calso gasoline. Adv. from Doylestown intelligencer, Doylestown, Pa., Nov. 17, 1952. Appl. author: Tessie M. Krause. © 17Nov52; KK80387.

CALLAHAN, PAUL L.
Presenting Truscon ranch windows, particularly suited to one-story home construction ... KK76175. SEE Truscon Steel Company.

CALUMET PRINTING COMPANY ©.
Foxhole the weather-proof pocket writing kit tailored-made for Korea. Label. Appl. author: A. W. Larson. © 1Nov52; KK79884.

CAMENISCH (CARL) ADVERTISING, INC.
Burley, in 88 years has come a long way. KK77999. SEE American Tobacco Company.

Choose tobacco varieties to suit soil and climate. KK76472. SEE American Tobacco Company.

Close attention to curing results in better quality and color. KK74966. SEE American Tobacco Company.

Crop rotation systems reduce tobacco diseases. KK78575. SEE American Tobacco Company.

Cultural practices can improve quality and yield of tobacco. KK75785. SEE American Tobacco Company.

Flue-cured growers profit from tobacco extension work. KK77317. SEE American Tobacco Company.

A good burley cure requires attention. KK76902. SEE American Tobacco Company.

Millions of hungry insects have big appetites for tobacco. KK74967. SEE American Tobacco Company.

Plant bed irrigation gives tobacco better start. KK79759. SEE American Tobacco Company.

Tobacco breeding defeats disease. KK75211. SEE American Tobacco Company.

Tobacco crops are often made or ruined ... KK79303. SEE American Tobacco Company.

Tobacco extension work covers the whole year. KK80076. SEE American Tobacco Company.

Winter cover crops can enrich tobacco land. KK77239. SEE American Tobacco Company.

CAMPBELL, C. LANGDON.
Centrifix dry scrubber purifier. KK75250. SEE Centrifix Corporation.

Centrifix exhaust heads. KK75253. SEE Centrifix Corporation.

Centrifix type FD-upflow internal steam purifier. KK75252. SEE Centrifix Corporation.

Centrifix type RW low pressure line purifier. KK75251. SEE Centrifix Corporation.

CAMPBELL (DONALD L.) AND ASSOCIATES ©.
Advertising for the funeral profession. 6 prints; Sheet. © 15Nov52; KK79837.

CAMPBELL, ELAINE.
Beatrice Cooke's crispy butter drops. KK78526. SEE Beatrice Foods Company.

Beatrice Cooke's mealtime adventures. SEE Beatrice Foods Company.

Beatrice Cooke's recipe, shrimp butter, a favorite recipe from Mealtime adventures. KK80465. SEE Beatrice Foods Company.

Beatrice Cooke's red devils food cake. KK76456. SEE Beatrice Foods Company.

Beatrice Cooke's strawberry pear Alaska. KK77562. SEE Beatrice Foods Company.

Delicious low-cost lift for meatless menus; La Choy chop suey or chow mein. KK79036. SEE Beatrice Foods Company.

CAMPBELL, Emma E. and James Fredrick Spuhler Campbell forming the firm J.-B. Company. SEE J.-B. Company.

CAMPBELL, James Fredrick Spuhler and Emma E. Campbell, forming the firm J.-B. Company. SEE J.-B. Company.

CAMPBELL-EWALD COMPANY, INC.
Another leading oil company now using Rheemcote poster drums. KK77726. SEE Rheem Manufacturing Company.

Brand new for '52 Rheem pressure-proved automatic water heater. KK75239. SEE Rheem Manufacturing Company.

Celanese Corporation of America sells as it ships with Rheemcote 55-gallon drums. KK76938. SEE Rheem Manufacturing Company.

Enjoy the benefits of soft water in your home. KK78762. SEE Rheem Manufacturing Company.

Just as a new car is proved on a test track, every Rheem automatic water heater is pressure-proved! KK78583. SEE Rheem Manufacturing Company.

Just as a new car is road-tested, every Rheem gas furnace is fire-tested. KK78788. SEE Rheem Manufacturing Company.

Just as a new gun is tested on the firing range, every Rheem gas furnace is fire-tested. KK76936. SEE Rheem Manufacturing Company.

Just as a new plane is flight-tested, every Rheem gas furnace is fire-tested. KK77283. SEE Rheem Manufacturing Company.

Just as a new plane is proved in a test flight, every Rheem automatic water heater is pressure-proved! KK78582. SEE Rheem Manufacturing Company.

The new Du Mont Telesets; proof you can see of Du Mont quality. KK77178. SEE Du Mont (Allen B.) Laboratories, inc.

Rheem provides you with a generous direct-to-dealer co-op plan. KK77851. SEE Rheem Manufacturing Company.

Rheem quality will help sell prospects on the extra value in the homes you build. KK77267. SEE Rheem Manufacturing Company.

Rheem team-mates for the best in water service. KK78271. SEE Rheem Manufacturing Company.

Rheemcote lithographed 55-gallon drums lead the D-X package parade. KK76937. SEE Rheem Manufacturing Company.

Why buy unknown equipment when everyone is sold on Rheem. KK78117. SEE Rheem Manufacturing Company.

You can rely on Rheem for solid advertising support. KK77852. SEE Rheem Manufacturing Company.

You can rely on Rheem to influence home sales, too. KK78116. SEE Rheem Manufacturing Company.

CANADIAN SCHENLEY, LTD. ©.
Proof of perfection. Canadian Schenley 909. (Whisky) Adv. from Foreign service journal, May 1952, p. 2 of cover. Appl. author: McCann-Erickson, inc. © 1May52; KK78838.

CANNON MILLS, INC.
At last, nylons a gal can trust. Cannon nylon stockings. Adv. from Life, Mar. 10, 1952, p. 58. Appl. author: Young & Rubicam, inc. © 7Mar52; KK76665.

How colorful your room can be with Cannon sheets. Adv. from Good housekeeping, May 1952, p. 39. Appl. author: Young & Rubicam, inc. © 20Apr52; KK76584.

How easy to make a room colorful with Cannon sheets. Adv. from Good housekeeping, Apr. 1952, p. 35. Appl. author: Young & Rubicam, inc. © 20Mar52; KK76585.

- who's stretching the sheet market?
How colorful your room can be
with Cannon sheets. Adv. from
Department store economist,
June 1952, p. 34-35. Appl.
author: Young & Rubicam, inc.
© 31May52; KK76612.
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Tagliaferro, d.b.a. Princely Jewelry
Co. SEE Princely Jewelry Company.
- CAPEZIO, INC. ©.
I'll be loving you always. Capezio.
(Shoes) Pamphlet. © 19Aug52;
KK77119.
- CAPITOL RECORDS, INC. ©.
Bozo has a party. Capitol cphono-
graph records. Label. © 18Aug52;
KK77763.
- CAPLAN, IRWIN.
Have a Heidelberg. SEE Columbia
Breweries, inc.
- Heidelberg beer. SEE Columbia Brew-
eries, inc.
- Let's. Heidelberg beer. SEE
Columbia Breweries, inc.
- CAPLIN, ALFRED G.
Git yore man with Cream of Wheat's
Sadie Hawkins breakfast. KK78757.
SEE United Feature Syndicate, inc.
- L1'l Abner by Al Capp. SEE United
Feature Syndicate, inc.
- CAPPER, Harold F. SEE Capper Labora-
tories.
- CAPPER LABORATORIES ©.
Improved vitamin mineral formula.
(Feed supplement for horses)
Label. Appl. author: Harold F.
Capper. © 29Aug52; KK77459.
- CAPPER PUBLICATIONS, INC. ©.
Fireworks, fun and food for 2,100,000
families. A holiday picnic with
Household. (Magazine) Folder.
© 7Jul52; KK78220.
- Hitch your home to a star. Planned
for the stars. Household magazine.
Folder. © 4Sep52; KK78221.
- It's no gambol when you advertise in
Capper's farmer. (Magazine)
Folder. © 1May52; KK78215.
- Merchandise moves in Mid-America
with every issue of Capper's
farmer. (Periodical) Folder.
© 7Nov52; KK79360.
- Now more than ever America's most
attractive, most informative and
most effectively placed farm pub-
lication. Capper's farmer. Book-
let. © 14Nov52; KK80597.
- Prospect for a 14 cu. ft. freezer?
(Periodical) Folder. © 13Nov52;
KK79363.
- Prospect for an automatic water
heater? Capper's farmer.
(Periodical) Folder. © 29Oct52;
KK79361.
- Prospect for thermostat control?
(Periodical) Folder. © 6Nov52;
KK79364.
- Prospect for wall-to-wall carpet-
ing? (Periodical) Folder.
© 24Oct52; KK79362.
- Spring, and a young family's fancy
turns to thoughts of travel.
Family travel folder. Household
magazine. Folder. © 27May52;
KK74829.
- You feel your oats when you advertise
in Capper's farmer. (Magazine)
Folder. © 29Aug52; KK78214.
- You get the cream when you advertise
in Capper's farmer. (Magazine)
Folder. © 4Apr52; KK78216.
- You're in the tall corn when you
advertise in Capper's farmer.
(Magazine) Folder. © 14Aug52;
KK78219.
- You've got the bull by the horns
when you advertise in Capper's
farmer. (Magazine) Folder.
© 18Apr52; KK78217.
- You've separated wheat from chaff
when you advertise in Capper's
farmer. (Magazine) Folder.
© 21Aug52; KK78218.
- CARDOX CORPORATION ©.
Cardox fire extinguishing equipment.
Folio 4-3. Fire truck model ME-750.
Sheet. Appl. author: Elenn-Jordan-
Stoetzel, inc. © 28Dec51; KK78357.
- CARING, ALFRED BERNARD.
Dritz Plasti-mend shower curtain head-
ing. KK80019. SEE Dritz (John)
and Sons.
- Dritz skirt marker. KK78273. SEE
Dritz (John) and Sons.
- Easy to attach; Dritz eyelets.
KK79423. SEE Dritz (John) and
Sons.
- Scissor sharpener. KK79689. SEE
Dritz (John) and Sons.
- CARLIN, STEVEN R.
Coke is a natural. KK78625 ... SEE
Rootie Kazootie, inc.
- CARLISLE SHOE COMPANY ©.
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Hosiery.
- CARLYLE HOSIERY ©.
Lim-a-Lure of Hollywood. Hosiery of
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Carlyle. © 1Jul52; KK76301.
- CARMAR COMPANY ©.
Carmar plant watering gauge tells
when and how to water potted
plants. Card. Appl. author:
F. Carl Pfender. © 7Jul52; KK79718.
- Instructions for growing Carmar's
magic flower gardens; the original
complete preplanted soilless gar-
den. Folder. Appl. author:
F. Carl Pfender. © 7Jul52; KK79717.
- Wonderful news! Now you can grow
this garden even without sun ...
(Preplanted garden) Adv. Appl.
author: F. Carl Pfender.
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- CARNATION COMPANY ©.
Always light 'n luscious made this
new way with Carnation evaporated
milk. Adv. from Life, Sept. 8,
1952, p. 142. Appl. author: A.
Culver Boyd, Jr. © 8Sep52;
KK77604.
- Carnation always brings out the best
in me. (Evaporated milk) Adv.
from Life, Nov. 3, 1952, p. 129.
Appl. author: A. Culver Boyd, Jr.
© 3Nov52; KK79524.
- Carnation grants you two big wishes
that won't come true with any
other form of milk. (Evaporated
milk) Adv. from Life, May 19,
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Culver Boyd, Jr. © 16May52;
KK75040.
- Cool 'n quick, and you can't make it
with any other form of milk.
Carnation [evaporated] milk. Adv.
from Life, Aug. 11, 1952, p. 6.
Appl. author: A. Culver Boyd, Jr.
© 11Aug52; KK77603.
- It takes Carnation milk for these
2 new tricks with cake mix.
Carnation evaporated milk.
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p. 18. Appl. author: A. Culver
Boyd, Jr. © 22Sep52; KK78833.
- It takes Carnation milk for this
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© 27Jun52; KK75043.
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cows to glorify chicken 'n gravy.
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Appl. author: A. Culver Boyd, Jr.
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lightning quick cheese sauce.
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Appl. author: A. Culver Boyd, Jr.
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milk. Adv. from Life, Oct. 13,
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Paris. Le Muguet du bonheur
Caron. (Perfume) Adv. from the
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Appl. author: Parfums Caron.
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Anemostat draftless aspirating air
diffusers. KK78680. SEE Anemostat
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George E. Brumbach.
v. 3, no. 12. © 6Sep52; KK77215.
v. 3, no. 13. © 18Nov52; KK79506.
- CARR SYSTEM DISPLAYS.
Whimsys happy hucksters. Carr system
[advertising] displays. Pamphlet.
© Carr System Displays, John Henry
Carr, sole owner; 15Dec51; KK78384.
- CARSTENS PACKING COMPANY ©.
Chevron sliced bacon. Net wt. 1 lb.
Label. Appl. author: Ralph Loug-
heed. © 2Feb52; KK75406.
- CARTER, George Edward, sole owner
Carter Products Company. SEE Carter
Products Company.

CARTER MANUFACTURING COMPANY.

Rust preventive coating. Carter's. Label. © Louis M. Greene, d.b.a. The Carter Manufacturing Co.; 10Jul52; KK75491.

CARTER PRODUCTS COMPANY.

Lur-Ol 552. A fish lure that attracts fish by scent. Label. © Carter Products Co., George Edward Carter, sole owner; 8Aug52; KK76718.

CARTY, WILLIAM WARDEN.

Selling slants. Apr. 1952. SEE Du Pont de Nemours (E. I.) and Company, inc.

CARVER, HAROLD J. ©.

Vacation guide. (Travel & hotel service) Adv. from Detroit news, Mar. 16, 1952, p. 4. © 16Mar52; KK79625.

CASCADE FROZEN FOODS, INC. ©.

Agan quick freeze. Sliced peaches. Net wt. 10 1/2 ozs. Label. Appl. author: James R. Agen. © 25Aug52; KK77255.

CASCO PRODUCTS CORPORATION ©.

Avoid accidents! Casco Vis-O-Lite illuminated lighter. Label. Appl. author: U. Sykes Mozneck. © 5Jul52; KK76311.

Don't be a lighter-waiter ... Casco heating element. (Cigar lighter) Label. Appl. author: U. Sykes Mozneck. © 5Jul52; KK76008.

New fast-action perfection heating element. (Cigar lighter) Label. Appl. author: U. Sykes Mozneck. © 5Jul52; KK76005.

New, sure-grip, perfection pop-out unit. (Cigar lighter) Label. Appl. author: U. Sykes Mozneck. © 5Jul52; KK76007.

Perfection ... automatic lighter. (Cigar lighter) Label. Appl. author: U. Sykes Mozneck. © 5Jul52; KK76006.

Replace your missing car lighter! Casco Pop-Out unit fully automatic. Label. Appl. author: U. Sykes Mozneck. © 5Jul52; KK76312.

CASE (J. I.) COMPANY ©.

It's here, Eagle Hitch farming. (Farm machinery) Poster. Appl. author: Wilbur German Neher. © 7May52; KK74879.

CAST IRON PIPE RESEARCH ASSOCIATION ©.

Why cast iron pipe can and does save millions of tax dollars. Adv. from Newsweek, May 5, 1952, p. 80. Appl. author: H. B. Humphrey. © 5May52; KK79461.

CASTLE ISLAND PRESS ©.

Anniversary seals. Post card. Appl. author: Raymond J. Broderick. © 9Apr52; KK76776.

CASTLE SHOWCASE COMPANY ©.

New self-selling displays. (Showcases) Pamphlet. © 9Jul52; KK75859.

No salary for these salesmen but how they sell and sell and sell. (Showcases) Folder. © 1Aug52; KK76231.

CATHER, WILLIAM A., III.

Allied relays for electronic control equipment. KK80324. SEE Allied Control Company, inc.

The inside story of Research Corporation Cottrell precipitators for the paper industry. KK79012. SEE Research Corporation.

CAYTON, WILLIAM D'ARCY.

Fill cracks quickly, permanently with Miracle Tub-Caulk. KK75833. SEE Miracle Adhesives Corporation.

For all of you Miracle 23 Skidoo waterless hand cleaner. KK78363. SEE Miracle Adhesives Corporation.

CENTAUR PRODUCTIONS.

Pat the playful pixie. (Flexible plastic doll) Label. Appl. author: Wah Ming Chang. © Wah Chang, Gene Warren & Norval Crutcher, d.b.a. Centaur Productions; 15Jun52; KK75318.

CENTRAL COMMERCIAL INDUSTRIES, INC. ©.

The miracle of electrons gives your piano a mighty organ's voice. Lowrey Organo. Pamphlet. Appl. author: Frank D. Ewing. © 14May52; KK75899.

CENTRAL NEON COMPANY ©.

A-1 beer; a wonderful beer. Pilsner beer. Label. Appl. author: John W. Skipwith. © 9Jun52; KK76919.

CENTRIFIX CORPORATION ©.

Centrifix dry scrubber purifier. (Steam boiler parts) Sheet. Appl. author: C. Langdon Campbell. © 16Jul52; KK75250.

Centrifix exhaust heads. (Steam boiler parts) Sheet. Appl. author: C. Langdon Campbell. © 16Jul52; KK75253.

Centrifix type FD-upflow internal steam purifier. (Steam boiler parts) Sheet. Appl. author: C. Langdon Campbell. © 16Jul52; KK75252.

Centrifix type RW low pressure line purifier. (Steam boiler parts) Sheet. Appl. author: C. Langdon Campbell. © 16Jul52; KK75251.

CHAIR HOUSE, INC.

Styled occasionals. The Chair House. (Chairs) Sheet. Appl. author: Gordon H. Severin. © The Chair House, inc.; 1Sep52; KK78512.

CHALMERS MANUFACTURING COMPANY.

Elgin guided tank ball assembly. (Ball valve for flush toilet tanks) Label. © Charles H. Jay, t.a. Chalmers Manufacturing Co.; 13May52; KK75145.

CHAMBERLIN COMPANY OF AMERICA ©.

Add an extra room at less cost. Sun-warmed in winter, breeze-cooled in summer. Folder. Appl. author: Robert H. Breitenbach. © 21Jul52; KK76481.

Chamberlin rock wool the fireproof insulation that keeps your house warmer in winter ... Sheet. Appl. author: Robert H. Breitenbach. © 15Sep52; KK78483.

Chamco steel combination storm windows. Model DH-8. Detail sheets. Appl. author: Robert H. Breitenbach. © 17Jul52; KK76485.

Keep winter heat in and summer heat out. Chamberlin rock wool. (Insulation) Folder. Appl. author: Robert H. Breitenbach. © 20Feb52; KK78191.

New, optional self-storing Chamberlin all metal Weathertwin combination windows. Folder. Appl. author: Robert H. Breitenbach. © 22Apr52; KK76482.

Stop. Prepare your home for comfort, health, economy and cleanliness. (Metal weather strips, rock wool insulation, calking, screens) Folder. Appl. author: Robert H. Breitenbach. © 8Aug52; KK76484.

What can be done about the weather?

Prepare your home for comfort, health and cleanliness. (Metal weather strips, calking, in-door-seals) Folder. Appl. author: Robert H. Breitenbach. © 8Aug52; KK76483.

CHAMBERSBURG ENGINEERING COMPANY ©.

Impacting, a new and revolutionary method of forming with particular application to the automatic mass production of drop forgings. Bulletin 44-1-2. 15 p. © 16Oct52; KK79600.

CHANG, Wah, Gene Warren and Norval Crutcher, d.b.a. Centaur Productions. SEE Centaur Productions.

CHANG, WAH MING.

Pat the playful pixie. KK75318. SEE Centaur Productions.

CHARLES PAPER COMPANY ©.

Chapco Bloodproof parchment. (Paper stock) Label. © 24Nov52; KK80601.

CHARMCRAFT PUBLISHERS, INC. ©.

Charmcraft greetings. (Greeting cards) Label. © 18Feb50; KK78977.

CHASE, Charlotte S., d.b.a. Sallie Chase Inn.

SEE Chase (Sallie) Inn.

CHASE (SALLIE) INN.

Sallie Chase fruit cake. Label. Appl. author: Harrie Wood. © Charlotte S. Chase, d.b.a. Sallie Chase Inn; 24Oct52; KK80142.

CHASEN, MERWYN J.

Calendar with moonphase, a watch that also tells the day ... KK79538. SEE Tourneau, inc.

Lancer la Mode, watches that look like exquisite bracelets ... KK79539. SEE Tourneau, inc.

Tourneau Cotillion, 50 elegant, so practical, so versatile. KK79537. SEE Tourneau, inc.

Tourneau sets today the watch fashions of tomorrow ... KK79535. SEE Tourneau, inc.

Tourneau Tournette, Ball cover watch in 14 kt. white or yellow gold ... KK79532. SEE Tourneau, inc.

Tourneau Tournette, Cordette 14 kt. white gold with 64 diamonds ... KK79533. SEE Tourneau, inc.

Tourneau Tournette, Irene in 14 kt. white gold with 18 diamonds ... KK79534. SEE Tourneau, inc.

Tourneau watches. SEE Tourneau, inc.

CHATHAM MANUFACTURING COMPANY ©.

The new low-price luxury blanket. Purrey by Chatham. Adv. from Department store economist, Aug. 1952, p. 103. Appl. author: The M. H. Hackett Co. © 31Jul52; KK76233.

CHEMEX CORPORATION ©.

Automatically clean for the next brewing. Chemex. (Coffee makers) Adv. from the New Yorker, June 2, 1951. Appl. author: Peter Schlumbohm. © 2Jun51; KK75584.

A chilling Pyrex pitcher; the Fahrenheit BTU-ty holds a quart of drinks and a quart of ice in perfect heat-exchange relation. Sheet. Appl. author: Peter Schlumbohm. © 5Dec52; KK80081.

An extension of your kitchen refrigerator throughout the home. The Fahrenheit Pot-of-Gold for break-

fast, for cocktails, for dinner. (Wine cooler) Folder. Appl. author: Peter Schlumbohm. © 19Nov52; KK80082.

For your secretary or whoever is around Monday mornings. Don't think just do as you have been told. (Coffeemakers) Poster. Appl. author: Peter Schlumbohm. © 18Dec52; KK80559.

Teamex, a masterpiece in Pyrex brand glass. (Teamaker) Folder. Appl. author: Peter Schlumbohm. © 16Oct52; KK80083.

CHESEBROUGH MANUFACTURING COMPANY, CONSOLIDATED ©.
Rusty and Dusty. On a trip to New York ... Vaseline hair tonic. Sheet. Appl. author: McCann-Erickson, inc. © 4Nov52; KK79254.

CHESNEY, THOMAS A.
Disposal Wastik. KK79830. SEE Pittman Products, inc.

CHESSMAN, LAWRENCE CLARENCE ©.
2 in 1 car polish. Quick dry car polish contains silicones. Net contents 12 fl. ozs. Label. © 15Aug52; KK76973.

CHEW, HENRY R. ©.
It's easy to eat with chop sticks. Sheet. © 31May52; KK74947.

CHICAGO BEEF COMPANY.
Bouquet Vienna sausage. Net wt. 4 oz. Label. Appl. author: Wheeler-Van Label Co. © United Packers, inc., d.b.a. Chicago Beef Co.; 30Oct52; KK79624.

CHICAGO SHOW PRINTING COMPANY ©.
Who are you kidding? Even the best sales pitch doesn't always click ... (Displays & booklets) Adv. from Printers' Ink, Oct. 10, 1952, p. 59. Appl. author: George H. Hartman Co. © 10Oct52; KK79562.

CHICAGO TITLE AND TRUST COMPANY ©.
The good provider by Ruth MacKay. (Services) 25 p. © 14Nov52; KK79930.

CHICOPEE MILLS, INC. ©.
Chix diaper gift set. Label. © 9Oct52; KK78673.

CHILCOTT LABORATORIES, INC. ©.
Chilcott summer trade winds; faster summer sales with these Chilcott specialties. Methium chloride [and] Peritrate tetranitrate. (Pharmaceutical) Sheet. Appl. author: William Douglas McAdams, inc. © 14Jul52; KK80153.

Clinical documentation of constipation correction. Cellothyl, the original methylcellulose peristaltic. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 15Sep52; KK80147.

Clinically accepted at all points, on all points; Cellothyl, the original methylcellulose peristaltic. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 19Jul52; KK80146.

Conclusive evidence ... that years of constipation can be corrected physiologically with Cellothyl. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 15Jun52; KK79246.

Easing blood pressure down to normotensive levels. Methium a potent oral hypotensive for long-term therapy. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 18Aug52; KK80148.

How's your Chilcott I.Q.? (Pharmaceutical) Sheet. Appl. author: William Douglas McAdams, inc. © 10Mar52; KK80152.

Inside America: Fat. To render the fat; Proloid the improved thyroid. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 18Sep52; KK79245.

Management of hypertension with Methium chloride; a new oral hypotensive for long-term therapy. (Pharmaceutical) 16 p. Appl. author: William Douglas McAdams, inc. © 11May52; KK79248.

Methium chloride -- hypertension. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 17Apr52; KK79247.

A new oral hypotensive for effective, long-term therapy. Methium. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 15May52; KK79249.

New to prevent anginal attack; Peritrate for prophylactic management. (Pharmaceutical) Blotter. Appl. author: William Douglas McAdams, inc. © 16Aug52; KK80149.

Peritrate angina pectoris. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 16Jan52; KK79250.

A pinch of thyroid; Proloid the improved thyroid. (Pharmaceutical) Sheet. Appl. author: William Douglas McAdams, inc. © 5Feb52; KK79244.

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CHIP STEAK COMPANY OF BUFFALO.
For quick easy-to-get meals. 4 quick cooking Chip steaks. Label. © George H. Harry & Florence I. Harry, d.b.a. Chip Steak Co. of Buffalo; 15Jan52; KK80594.

CHIP STEAK COMPANY OF OREGON.
Spee Dee beef frozen steaks. 7 ounces or over. Label. © Phillip C. Willison, d.b.a. Chip Steak Co. of Oregon; 1Nov52; KK80096.

Spee Dee 2 beef cube steaks. Net wt. 7 oz. or more. Label. © Phillip C. Willison, d.b.a. Chip Steak Co. of Oregon; 1Nov52; KK80097.

Willison's beef cubed steaks. 7 oz. or over. Label. © Phillip C. Willison, d.b.a. Chip Steak Co. of Oregon; 24Oct52; KK80095.

CHIRELSTEIN, NATHAN.
How to install this Tioga midget relay. SEE Allied Electric Products, inc. Sheldon Electric Company Division.

Sheldon and AEP exchange plan time-saver replacement guide. KK76298. SEE Allied Electric Products, inc. Sheldon Electric Company Division.

Sheldon picture tube time-saver interchangeability and replacement guide. KK76299. SEE Allied Electric Products, inc. Sheldon Electric Company Division.

CHOATE, STUART K., Jr.
Introducing Sipainter. KK78285. SEE C-F Enterprises.

CHOCANO (E. A.) COMPANY ©.
Inca brand Bonito. 7 ounces net. (Tuna-like fish) Appl. author: Edmundo A. Chocano. © 1Sep52; KK79095.

CHOCANO, Edmundo A. SEE Chocano (E. A.) Company.

CHROMIUM CORPORATION OF AMERICA ©.
Chromium for rams, plungers, cylinders. Crodon, the chrome plate, the shield of protection. Folder. Appl. author: Charles H. Belvin. © 29Sep52; KK78839.

CHRUST, HILARY.
Kickplates; standard gauges; drilled & countersunk ... KK79204. SEE Allied Hardware and Metal Specialties Company.

CHRYSLER CORPORATION.
Don't let copper restrictions stump you. Iron base Oilite gives you top bearing performance. (Bearings) Adv. from Textile industries, Apr. 1952, p. 167. © Chrysler Corp. (Amplex Mfg. Co., subsidiary); 1Apr52; KK80027.

CHUCK WAGON BRANDS, INC. ©.
Chuck Wagon steaks. Net weight 7 1/2 oz. Label. Appl. author: Milprint, inc. © 17Oct52; KK78647.

CINQUIN, RENE.
Aristocratic brand Crem-O-Gal cheese. KK79146. SEE Lekas and Drivas, inc.

CIRCLE AFFILIATED SERVICES.
Circle television service. Commuter's ticket. (Service plan) Sheet. © Harold Frenchman, t.a. Circle Affiliated Services; 20Jul52; KK78188.

CLADY, L. M.
Photographic interpretations of grades of MFMA northern hard maple flooring. KK76966. SEE Maple Flooring Manufacturing Association.

CLAIROL, INC. ©.
Awaken your sleeping beauty with amazing Miss Clairol hair color bath, the luxury treatment you can afford. (Hair tint) Adv. from New York Sunday magazine section, Nov. 23, 1952, p. 3. Appl. author: Allan Shevlo. © 23Nov52; KK79929.

Awaken your sleeping beauty with new amazing Miss Clairol. (Hair tint) Adv. from the New York times, magazine section, Oct. 26, 1952, p. 19. Appl. author: Allan Shevlo. © 26Oct52; KK78632.

Awaken your sleeping beauty with new amazing Miss Clairol hair color bath, the modern way to cover gray. Adv. from the New York times magazine section, Oct. 12, 1952, p. 37. Appl. author: Allan Shevlo. © 12Oct52; KK78174.

"Here is Hollywood's best known secret!" says Joan Crawford. Miss Clairol. (Hair tint) Adv. from the New York times, magazine section, Sept. 14, 1952, p. 18. Appl. author: Allan Shevlo. © 14Sep52; KK77314.

Your beautician knows best. Miss Clairol hair color bath. (Hair tint) Poster. Appl. author: Samuel Cohen. © 15Oct52; KK78955.

CLAPPER, MELVIN C. ©.
It's here now. A french fry bun mix, Bun Dog; just add water and use. Poster. © 9Dec52; KK80470.

CLARK, HARRY K.

Our customer is the most important person ever in this plant, in person or by mail. KK80426. SEE Automatic Combustion Equipment Company, inc.

Proposal for _____. KK80427. SEE Automatic Combustion Equipment Company, inc.

CLARK, JAMES W.

Background for beautiful interiors, Cal-Craft wood fabrics. KK76020. SEE Cal-Craft Wood Fabrics.

CLARK BROTHERS COMPANY ©.

99.80/o perfect. Amazing but true, over 99.80/o of the thousands of Clark Right Angle compressors built since 1936 are still operating today. Adv. from the Petroleum engineer, Sept. 1952, p. 12. Appl. author: Harold Warner Co. © 1Sep52; KK77737.

Perfect balance is essential in air compressors, too. Clark Balanced/Opposed, motor-driven compressors. Adv. from Steel, Sept. 8, 1952, p. 129. Appl. author: Harold Warner Co. © 8Sep52; KK77736.

Precision by the ton. Clark compressors. Adv. from Gas, Oct. 1952, p. 132-133. Appl. author: Harold Warner Co. © 5Oct52; KK78684.

World's largest cat cracker uses Clark centrifugal compressors exclusively. Adv. from the Oil and Gas Journal, Sept. 29, 1952, p. 314-315. Appl. author: Harold Warner Co. © 29Sep52; KK78685.

CLARK GRAVE VAULT COMPANY.

Peace comes to your heart by many quiet pathways ... The Clark grave vault is made of enduring metal. Adv. from the Saturday evening post, Oct. 20, 1951, p. 129. Appl. author: Ranold S. West. © The Clark Grave Vault Co.; 20Oct51; KK79479.

A wave of peace comes to the sorrowing heart with the choice of a Clark grave vault. Adv. from the Saturday evening post, Oct. 18, 1952, p. 120. Appl. author: Ranold Smith West. © The Clark Grave Vault Co.; 18Oct52; KK78331.

When the sorrowing heart needs comfort most. The Clark grave vault is made of enduring metal. Adv. from Pathfinder, Jan. 23, 1952, p. 4. Appl. author: Ranold S. West. © The Clark Grave Vault Co.; 23Jan52; KK79478.

CLARK-RICKERD, INC.

Inside or outside you're always right with Rox. KK75158. SEE Rox Products Company.

CLEAR AIR PRODUCTS COMPANY.

Lilac scented air freshner. Clear Air. Label. © Victor Pershing Battaglia, d.b.a. Clear Air Products Co.; 2May52; KK75344.

CLEMENTS, HARVEY.

Let's swap ideas. SEE Kimberly-Clark Corporation.

CLEVELAND MODEL AND SUPPLY COMPANY ©.

Aeronca Chief 18" span. A Cleveland Quicky flight engineered model. (Model aircraft sets) Label. Appl. author: E. T. Pachasa. © 13Jul51; KK76286.

18" cspan; Piper Cub. A Cleveland Quicky flight engineered model. (Model aircraft sets) Label. Appl. author: E. T. Pachasa. © 13Jul51; KK76285.

Luscombe Silvaire 18" cspan; A Cleveland Quicky flight engineered model. (Model aircraft sets) Label. Appl. author: E. T. Pachasa. © 13Jul51; KK76284.

CLOROX CHEMICAL COMPANY ©.

Clorox clean linens are more than white, they're sanitary, too, safer for your family's health. Adv. from San Francisco call-bulletin, Nov. 13, 1952, p. 5F. Appl. author: Honig-Cooper Co. © 13Nov52; KK79985.

Clorox clean linens are more than white, they're sanitary, too, safer for your family's health. Adv. from Woman's home companion, Dec. 1952, p. 47. Appl. author: Honig-Cooper Co. © 15Nov52; KK79984.

Clorox makes your linens more than white, it makes them sanitary, too. (Household bleach and disinfectant) Adv. from San Francisco call-bulletin, Sept. 25, 1952, p. 4. Appl. author: Honig-Cooper Co. © 25Sep52; KK78458.

Clorox provides more than whiteness, it makes linens sanitary, too. Bleach and household disinfectant. Adv. from San Francisco call-bulletin, Sept. 11, 1952, p. 10. Appl. author: Honig-Cooper Co. © 11Sep52; KK77732.

Clorox provides more than whiteness, it makes linens sanitary, too. Bleach and household disinfectant. Adv. from Woman's home companion, Oct. 1952, p. 58. Appl. author: Honig-Cooper Co. © 19Sep52; KK77733.

Here's how Clorox helps protect your family's health. (Bleach and disinfectant) Adv. from San Francisco call-bulletin, July 10, 1952, p. 5F. Appl. author: Honig-Cooper Co. © 10Jul52; KK77082.

Here's how Clorox helps protect your family's health. (Household bleach and disinfectant) Adv. from Woman's home companion, Aug. 1952, p. 48. Appl. author: Honig-Cooper Co. © 11Jul52; KK75630.

There's added health protection in Clorox clean linens. Used in laundering of white and color-fast cottons and linens ... Adv. from San Francisco call-bulletin, Oct. 16, 1952, p. 14F. Appl. author: Honig-Cooper Co. © 16Oct52; KK79265.

There's added health protection in Clorox clean linens. Used in laundering of white and color-fast cottons and linens ... Adv. from Woman's home companion, Nov. 1952, p. 58. Appl. author: Honig-Cooper Co. © 19Oct52; KK79264.

You get more than whiteness with Clorox, you get added health protection. Clorox, America's favorite bleach & household disinfectant. Adv. from San Francisco call-bulletin, Aug. 7, 1952, p. 5F. Appl. author: Honig-Cooper Co. © 7Aug52; KK76680.

You get more than whiteness with Clorox, you get added health protection. Clorox, America's favorite bleach & household disinfectant. Adv. from Woman's home companion, Sept. 1952, p. 56. Appl. author: Honig-Cooper Co. © 15Aug52; KK76681.

You make linens more than white with Clorox, you make them sanitary, too. (Household bleach and disin-

fectant) Adv. from San Francisco call bulletin, June 12, 1952, p. 7. Appl. author: Honig-Cooper Co. © 12Jun52; KK75778.

You make linens more than white with Clorox, you make them sanitary, too. (Household bleach and disinfectant) Adv. from Woman's home companion, July 1952, p. 50. Appl. author: Honig-Cooper Co. © 18Jun52; KK75779.

CLOUD, JESS H.

CP & CPO process pumps. KK80322. SEE De Laval Steam Turbine Company.

IMO pumps. KK80321. SEE De Laval Steam Turbine Company.

Single stage, single and double suction centrifugal pumps. KK80320. SEE De Laval Steam Turbine Company.

CLOVER LAMP COMPANY, INC. ©.

Sensational money-saving offer. A good luck Clover lamp. (Advertising newspaper mat ads) 12 sheets. Appl. author: Albert L. Green. © 21May52; KK79304.

Starliter. America's most glamorous lamp with 3-way automatic Step-A-Lite switch in base. Label. Appl. author: Albert Green. © 26Jun52; KK78321.

CLUB ALUMINUM PRODUCTS COMPANY ©.

Another outstanding gift item, Inland tea server strains without removing the cap. (Glass table service) Adv. from Housewares review, Nov. 1952, p. 12. Appl. author: The Buchen Co. © 25Oct52; KK80183.

Biggest news in years from Club Aluminum ... Club Hammercraft waterless cookware. Folder. Appl. author: The Buchen Co. © 25Jun52; KK75021.

Biggest news in years from Club Aluminum. New Club Hammercraft waterless cookware. Adv. from What's new in home economics, Oct. 1952, p. 142. Appl. author: The Buchen Co. © 10Oct52; KK78444.

Biggest news in years from Club aluminum; the new Club Hammercraft waterless cookware. Adv. from Housewares review, Aug. 5, 1952, p. 10-11. Appl. author: Buchen Co. © 5Aug52; KK77022.

Club Hammercraft. The famous full-flavor waterless cookware. Sheet. Appl. author: Everett M. Pippin. © 31Jul52; KK77103.

Inland Carafettes and Carafes, what a wonderful way to serve coffee. (Glass ware) Adv. from Better homes and Gardens, Oct. 1952, p. 139. Appl. author: The Buchen Co. © 25Sep52; KK79281.

New, new, new. New Club Hammercraft waterless cookware. Adv. from Modern bride, winter 1952-53. Appl. author: The Buchen Co. © 15Oct52; KK78502.

Now, see what's cooking in Club Hammercraft. (Aluminum cookware) Folder. Appl. author: Everett M. Pippin. © 20Aug52; KK77102.

Popular Inland Carafes now nationally advertised in the magazines your customers read. To see them is to want them ... Adv. from Housewares review, Sept. 1952, p. 30. Appl. author: The Buchen Co. © 25Aug52; KK79282.

Special introductory offer. The new all new Club Hammercraft. (Molded aluminum cookware) Sheet. Appl. author: Everett M. Pippin. © 15Sep52; KK78061.

CLUB ALUMINUM PRODUCTS COMPANY. INLAND GLASS WORKS DIVISION.

Brand new Inland coffee warmer; different, glamorous, see it glow ... (Glassware) Adv. from Housewares review, Oct. 1952, p. 73. Appl. author: The Buchen Co. © Club Aluminum Products Co.; 25Sep52; KK79122.

How to rate tops as a hostess. Inland's glamorous glassware helps you serve more attractively. Folder. Appl. author: Everett M. Pippin. © 27Sep52; KK78060.

COALINGA SOAP COMPANY.

Wonder glass cleaner. Try it once, you'll use it always. Label. © Joseph Clarence Murphy, d.b.a. Coalinga Soap Co.; 1Jan52; KK77636.

COAST Fisheries, Division of The Quaker Oats Company. SEE Quaker Oats Company. Coast Fisheries Division.

COCA-COLA COMPANY.

Add Coke to your meals, add spark to your food. (Man at refrigerator. Soft drink) Adv. from the Valley daily times-news, Sept. 3, 1952, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 3Sep52; KK78064.

Again --- the summer's big related-item promotion. Coke & food. (Soft drink) Adv. from Chain store age, June 1952, p. 98-99. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 30May52; KK76340.

And now the gift for thirst. Coca-Cola. (Santa Claus. Soft drink) Adv. from Boys' life, Nov. 1952, p. 2 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 25Oct52; KK79341.

And on I rode, and greater was my thirst. Coca-Cola. (Tennyson: Holy Grail. Soft drink) Adv. from Hill news, Feb. 13, 1952, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 13Feb52 (in notice: 1951); KK75335.

Around the corner from anywhere, have a Coke. (Bottle and compass points. Soft drink) Adv. from the Journal of American Medical Association, Aug. 2, 1952, p. 59. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 31Jul52; KK78869.

At home, too, add Coke to meals. [Woman setting table] Coca-Cola. (Soft drink) Adv. from New Orleans item, Mar. 21, 1952, p. 11. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 21Mar52; KK77328.

Be refreshed, drink Coca-Cola. (Traffic cop. Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Sep52; KK78164.

Cash for your empty Coke bottles. Coca-Cola. (Coin, hand holding empty bottles. Soft drink) Adv. from Syracuse herald-journal, Aug. 4, 1952, p. 17. Appl. author: D'Arcy Advertising Co.; 4Aug52; KK78072.

Coke with meals, so easy and so refreshing. Serve Coca-Cola. (Man and woman at table. Soft drink)

Adv. from the Valley daily times-news, Aug. 13, 1952, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 13Aug52; KK78071.

Continuous quality year after year. Drink Coca-Cola. (Bottle and time symbols. Soft drink) Adv. from California eagle, Sept. 11, 1952, p. 10. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 11Sep52; KK78066.

Coventry Patmore penned: Life is not at all without delight. Coca-Cola. (Soft drink) Adv. from Syracuse daily orange, May 13, 1952, p. 4. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 13May52; KK77323.

Dionysius Cato prescribed: Mingle your cares with pleasure now and then. Coca-Cola. (Soft drink) Adv. from the Exonian, Apr. 16, 1952, p. 4. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 16Apr52; KK77326.

Enjoy Coke, ice cold right from the bottle. Drink Coca-Cola. (Hand and bottle. Soft drink) Adv. from Los Angeles tribune, Aug. 29, 1952, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 29Aug52; KK78068.

Enjoy food. Coca-Cola. (Hostess with tray of food. Soft drink) 12-sheet poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Jul52; KK75718.

Enjoy food; good things to eat find happy companionship in ice-cold Coca-Cola. (Hostess at coffee table. Soft drink) Adv. from Better living, July 1952, p. 37. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 10Jul52; KK76334.

A friend of yours dropped in again yesterday. Drink Coca-Cola. (Traveling laboratory. Soft drink) Adv. from the Indianapolis times, May 27, 1952, p. 26. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 27May52; KK77600.

General order: Coca-Cola. (Hand, composite military cap and circle. Soft drink) Adv. from Quartermaster review, May-June 1952, p. 141. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 31May52; KK76337.

Have a Coke. Coca-Cola. (Frosty window. Soft drink) Adv. from Ebony, July 1952, p. 19. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 4Jun52; KK77598.

Have a Coke. Drink Coca-Cola. (Frosty window. Soft drink) Adv. from the Journal of the American Medical Association, Aug. 16, 1952, p. 68. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 14Aug52; KK77426.

Have a Coke. (Frosty window. Soft drink) 12 sheet poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Aug52; KK76800.

Here's a welcome meal-time treat. Coca-Cola. [Hand & coke; plate of food] (Soft drink) Adv. from New Orleans item, May 13, 1952, p. 8. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 13May52; KK77322.

Here's help to fill 'er up. These 3 simple steps will help you increase traffic and add-on sales. (Coca-

Cola salesman. Soft drink) Adv. from National petroleum news, May 7, 1952, p. 4-5. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 7May52; KK76331.

Hospitality can be so easy. Serve Coca-Cola. (Empty bottles, Coke in hand. Soft drink) Adv. from Service, May 1952, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 20May52; KK77422.

How about a Coke. Coca-Cola. (Girl and glass. Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Nov52; KK79720.

I figure quality in my budget, too, for me, Coke is the answer. Coca-Cola. (Woman holding Cokes. Soft drink) Adv. from Syracuse herald-journal, June 24, 1952, p. 11. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 24Jun52; KK78073.

I tell 'em all, you still get Coke at the same price. Drink Coca-Cola. (Grocer and case of Coca-Cola. Soft drink) Adv. from Syracuse herald-journal, Aug. 19, 1952, p. 7. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 19Aug52; KK78070.

Ice-cold Coca-Cola makes good food taste better. [Woman with tray of Coca-Colas] (Soft drink) Adv. from New Orleans item, Aug. 5, 1952, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 5Aug52; KK77320.

It had to be good to get where it is. Drink Coca-Cola. (Man holding bottle. Soft drink) Adv. from Journal courier, Sept. 3, 1952, p. 19. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 3Sep52; KK78067.

Keep the bottles coming, please, so we can keep Coke coming to you at 25¢ a carton. Coca-Cola. (Row of bottles from home to store. Soft drink) Adv. from Syracuse herald-journal, July 16, 1952, p. 20. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 16Jul52; KK78075.

Keep the bottles rolling, please, so Coke can keep on selling at 6 for 25¢. Coca-Cola. (Girl pulling wagon. Soft drink) Adv. from Syracuse herald-journal, July 23, 1952, p. 6. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 23Jul52; KK78074.

A little minute, a big rest. Drink Coca-Cola. (Workman wearing goggles. Soft drink) Adv. from News-week, July 21, 1952, p. 27. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 17Jul52; KK77596.

Mardi Gras hospitality. Serve Coca-Cola. (Costume party. Soft drink) Adv. from New Orleans item, Feb. 19, 1952, p. 24. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 19Feb52; KK78078.

Mario [Lanza] moves to Friday ... Coca-Cola. (Soft drink) Adv. from St. Louis post-dispatch, Jan. 25, 1952, p. 6F. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 25Jan52; KK77329.

Meal-time can be refreshment-time. [Woman handing Coca-Cola to man] Coca-Cola. (Soft drink) Adv. from New Orleans item, July 8, 1952, p. 8. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 8Jul52; KK77321.

COCA-COLA COMPANY. Cont'd.

- Outstanding value on your shopping list. Drink Coca-Cola. (Hand taking bottle from six-bottle carton. Soft drink) Adv. from the Gadsden times, May 18, 1952, p. 8. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 18May52; KK77421.
- The pause that refreshes. Have a Coke. (Housewife in chair. Soft drink) Adv. from the Journal of American Medical Association, May 24, 1952, p. 65. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 22May52; KK78868.
- Pure as sunlight. Coca-Cola. (Soft drink) Adv. from the Missoula sentinel, Missoula, Mont., July 7, 1952, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 7Jul52; KK78866.
- Quality refreshment costs so little. (Bottle and 6¢ sign. Soft drink) Adv. from the Gadsden times, May 11, 1952, p. 6. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 11May52; KK77420.
- Refresh yourself. Drink Coca-Cola. (College professor. Soft drink) Adv. from Time, Sept. 1, 1952, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 28Aug52; KK77427.
- A refreshing idea: Coke with meals. [Man at table] Coca-Cola. (Soft drink) Adv. from New Orleans item, Apr. 15, 1952, p. 11. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Apr52; KK77327.
- Refreshment for all. Serve Coca-Cola. (24-bottle case. Soft drink) Adv. from California eagle, Sept. 18, 1952, p. 10. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 18Sep52; KK78065.
- Remember. Take enough home. Coca Cola. (Hand and 12-bottle carton. Soft drink) Adv. from Los Angeles sentinel, Oct. 2, 1952, p. 2B. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 20Oct52; KK78870.
- Salesmen in print for May. It's what folks want. Coca-Cola. (Soft drink) Adv. from Coca-Cola bottler, Apr. 1952, center spread. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Apr52; KK76330.
- Salesmen in print for June. What you want is a Coke. (Soft drink) Adv. from the Coca-Cola bottler, May, 1952, center spread. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15May52; KK76336.
- Salesmen in print for July. Enjoy food; Coca-Cola. (Soft drink) Adv. from the Coca-Cola bottler, June 1952, center spread. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Jun52; KK76339.
- Salesmen in print for August. Have a Coke, drink Coca-Cola. (Soft drink) Adv. from the Coca-Cola bottler, July 1952, center spread. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Jul52; KK77423.
- Salesmen in print for September. Be prepared, be refreshed, drink Coca-Cola. (Soft drink) Adv. from the Coca-Cola bottler, Aug. 1952, center spread. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Aug52; KK77424.

Salesmen in print for October. Drink Coca-Cola. Thirst asks nothing more. (Soft drink) Adv. from the Coca-Cola bottler, Sept. 1952, center spread. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Sep52; KK78872.

Salesmen in print for November. Coca-Cola. (Soft drink) Adv. from the Coca-Cola bottler, Oct. 1952. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 15Oct52; KK79342.

Scholarly Nicholas Udall affirmed: Mirth prolongeth life, and causeth health. Coca-Cola. (Soft drink) Adv. from the Colgate maroon, Apr. 30, 1952, p. 4. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 30Apr52; KK77325.

Serve Coca-Cola with profit at mealtime. (Plate of money and glass. Soft drink) Adv. from N.A.R.D. journal, July 21, 1952, p. 1137. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 21Jul52; KK76332.

Speaking of profit, you never had it so good. Sell Coca-Cola. (Coca-Cola salesman. Soft drink) Adv. from the Quartermaster review, July-Aug. 1952, p. 157. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 31Jul52; KK77597.

Supplementary newspaper advertisements for Coca-Cola. (Supplementary newspaper folder - 1952. Soft drink) 19 p. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Apr52; KK77428.

Take it from me here's real quality, and the price hasn't changed either. (Man holding bottle of Coke. Soft drink) Adv. from Syracuse herald-journal, May 27, 1952, p. 5. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 27May52; KK78076.

There's nothing like giving folks ... Coca-Cola. (Bridge table scene. Soft drink) Adv. from San Mateo times, June 5, 1952, p. 17. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 5Jun52; KK79337.

There's nothing like giving folks what they want. Coca-Cola. (Way-side shopper. Soft drink) Adv. from Better living, Nov. 1952, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 16Oct52; KK79343.

There's nothing like giving folks what they want. Serve Coca-Cola. (Barbecue. Soft drink) Adv. from Better living, Sept. 1952, p. 41. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 14Aug52; KK77425.

Thirst asks nothing more; drink Coca-Cola. (Farmer. Soft drink) Poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 10Oct52; KK78928.

Thirst knows no season. Coca-Cola. (Four seasons through window pane. Soft drink) Adv. from Ebony, Nov. 1952, p. 11. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 10Oct52; KK79340.

Thirst knows no season. Drink Coca-Cola. (Four seasons. Soft drink) Adv. from Los Angeles tribune, May 2, 1952, p. 4. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 2May52; KK78077.

Thirst, too, seeks quality. Have a Coke. (Hand and bottle; trophy award. Soft drink) Adv. from the

Journal of American Medical Association, July 19, 1952, p. 36. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 17Jul52; KK78871.

Three easy ways to increase traffic and add-on sales. Coca-Cola. (Couple at cooler; attendant with case. Soft drink) Adv. from National petroleum news, Jun 4, 1952, p. 71. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 4Jun52; KK76333.

To bring you purity. Coca-Cola. (Hand and bottle; head of woman. Soft drink) Adv. from the Missoula sentinel, Missoula, Mont., June 30, 1952, p. 3. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 30Jun52; KK78867.

To bring you purity. Coca-Cola. [Large head of woman & bottle] (Soft drink) Adv. from the Daily news, Aug. 28, 1952, p. 24. Appl. author: D'Arcy Advertising Co. © 28Aug52; KK77330.

Try this popular favorite; arranged for your cash register. Coca-Cola. (Phonograph record. Soft drink) Adv. from Fountain and fast food, July 1952, p. 2 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 30Jun52; KK76338.

What you want is a Coke. (Fisherman in boat. Soft drink) Adv. from Newsweek, May 26, 1952, p. 33. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 22May52; KK77595.

What you want is a Coke. (Man at car. Soft drink) 12 sheet poster. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 1Jun52; KK74985.

When a man's busy, why, leisure strikes him as a wonderful pleasure. Robert Browning. Coca-Cola. (Soft drink) Adv. from Cornell, daily sun, May 7, 1952, p. 7. Appl. author: D'Arcy Advertising Co. © 7May52; KK77324.

When it's quality you're after ... Coca-Cola. (Mr. Preston N. King; interior of store. Soft drink) Adv. from Atlanta daily world, July 23, 1952, p. 2. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 23Jul52; KK79338.

When you want quality refreshment ... Coca-Cola. (Dr. John L. Finley; interior of drug store) Adv. from the Gulf informer, Oct. 25, 1952, p. 8. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 25Oct52; KK79339.

Yes, the price of Coke is still the same, same quality, too. Coca-Cola. (Woman at check-out counter. Soft drink) Adv. from Syracuse herald-journal, Aug. 26, 1952, p. 13. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 26Aug52; KK78069.

You bet it's delicious. Drink Coca-Cola. (Wave and glass. Soft drink) Adv. from the Saturday evening post, Oct. 4, 1952, p. 4 of cover. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 10Oct52; KK78873.

You want purity in what you drink. Coca-Cola. (Large drop of water and bottle of Coca-Cola. Soft drink) Adv. from the Indianapolis times, May 13, 1952, p. 24. Appl. author: D'Arcy Advertising Co. © The Coca-Cola Co.; 13May52; KK77599.

COCHRAN, RALPH S.
Save tempers and sea gull proof your boat. KK75726. SEE Sea Gear, inc.

COCK'N BULL PRODUCTS ©.
Cock'n Bull, the quality name in ginger beer. Folder. Appl. author: Percy T. Morgan, Jr. © 5May52; KK74946.

COFFIN, FAY LINCOLN.
Fairmount bakery. Buy it baked. (Picture of loaf of bread, cake, pie and pan breakfast rolls ... Bag to convey bakery merchandise) Label. © F. L. Coffin and Rachel Coffin; 13Aug52; KK78908.

COFFIN, Rachel. SEE Coffin, Fay Lincoln.

COFFMAN (R. G.) COMPANY, INC.
Access door built-in-place. (Ornamental iron) Folder. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1Jul52; KK75070.

Advertising mats, Coffman's ornamental iron. Folder. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 1Jul52; KK75071.

Cast designs in porch posts, railings, valances, brackets. (Ornamental iron) Folder. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 20Jun52; KK75072.

Universal Height porch post. No. 150. Form 129. (Ornamental iron) Sheet. Appl. author: Frank Hermesdorf. © The R. G. Coffman Co., inc.; 20Jun52; KK75073.

COHEN, EDGAR FABIAN.
Everlasting valves for boiler blow-off. KK77130. SEE Everlasting Valve Company.

Packaged deaerating heater. KK80323. SEE Graver Tank and Manufacturing Company, inc. Graver Water Conditioning Company Division.

COHEN, SAMUEL.
Your beautician knows best. KK78955. SEE Clairrol, inc.

COHN, Arthur D.; Arcon Leather Prod. Mfg. Co. SEE Arcon Leather Products Manufacturing Co.

COHOES ENVELOPE COMPANY, INC.
Our greeting cards will help you say the nicest things in the nicest way. Susie-Q cards designed by Norcross. (Character standing by counter with dog looking at a card) Envelope. Appl. author: Norcross Art Staff. © 1Jan50; KK76766.

COIFFURE CAPS, INC. ©.
Manufacturers of Coiffure caps, newest fashion in beach-wear. Letterhead. © 1Jul52; KK75858.

COLBER CORPORATION.
Action, thrills and excitement with Colber. 1952 line of quality train accessories. 16 p. © The Colber Corp.; 8Mar52; KK79559.

COLDSTREAM Products Company Division of Salem Commodities, inc. SEE Salem Commodities, inc. Coldstream Products Company Division.

COLE, CLARK AND CUNNINGHAM ©.
Protectioneering. (General insurance) 16 p. © 7Jun52; KK75319.

COLE OF CALIFORNIA, INC. ©.
Belittle your middle. (Sun dress) Adv. from Life, June 9, 1952, p. 130. Appl. author: Foote, Cone and Belding. © 6Jun52; KK75150.

For swimmers only. If you're the one in five who really swims, you need more than an ordinary swimsuit ... Adv. from Mademoiselle, May 1952, p. 28. Appl. author: Foote, Cone & Belding. © 29Apr52; KK75155.

Heavenly bodies. (Swim suits) Adv. from Harper's bazaar, Apr. 1952, p. 62. Appl. author: Foote, Cone & Belding. © 1Apr52; KK75151.

Heavenly bodies. Swimsuits designed to make any "body" more heavenly ... Adv. from Vogue, May 1, 1952, p. 43. Appl. author: Foote, Cone & Belding. © 1May52; KK75221.

Heavenly bodies, a shorts swimsuit, long on slickness. Adv. from Mademoiselle, Apr. 1952, p. 4. Appl. author: Foote, Cone & Belding. © 29Mar52; KK75154.

Heavenly bodies, the two piece swimsuit with the one-piece look. Adv. from Harper's bazaar, May 1952, p. 20. Appl. author: Foote, Cone, & Belding. © 1May52; KK75152.

Make her dreams come true in this Cole of California dry-off suit. Adv. from the New Yorker, May 31, 1952, p. 40. Appl. author: Foote, Cone & Belding. © 22May52; KK75220.

Make her dreams come true in this sheer Cole original. (Small girl's dress) Adv. from the New Yorker, May 10, 1952, p. 105. Appl. author: Foote, Cone & Belding. © 1May52; KK75219.

Make her dreams come true with this Cole of California swim and play suit. Adv. from the New Yorker, May 17, 1952, p. 57. Appl. author: Foote, Cone & Belding. © 8May52; KK75217.

Strictly upper strata. (Swim suits) Adv. from Seventeen, June 1952, p. 98. Appl. author: Foote, Cone & Belding. © 1Jun52; KK75153.

Tri-Oomph in Tartans. (Beach wear) Adv. from the New Yorker, May 24, 1952, p. 65. Appl. author: Foote, Cone & Belding. © 15May52; KK75218.

COLGAR AND COMPANY.
One game called Guffy. Label. © Lillian H. Coll and Kate L. Garton, d.b.a., Colgar & Co.; 3Sep52; KK77149.

COLGATE-PALMOLIVE-PEET COMPANY ©.
Jacksonville housewives hail speed-washing with Colgate's new Octagon detergent. Adv. Appl. author: Ted Bates & Co. © 7Nov52; KK79658.

Jacksonville housewives hail speed-washing with Colgate's new Octagon detergent. Adv. Appl. author: Ted Bates & Co. © 14Nov52; KK80590.

Pittsburgh housewives hail speed-washing with Colgate's new Octagon detergent. Adv. Appl. author: Ted Bates & Co. © 20Nov52; KK80592.

Savannah housewives hail speed-washing with Colgate's new Octagon detergent. Adv. Appl. author: Ted Bates & Co. © 6Nov52; KK79657.

Savannah housewives hail speed-washing with Colgate's new Octagon detergent. Adv. Appl. author: Ted Bates & Co. © 13Nov52; KK80593.

Scranton housewives hail speed-washing with Colgate's new Octagon detergent. Adv. Appl. author: Ted Bates & Co. © 13Nov52; KK80591.

COLIN, Lester. SEE Colin Enterprises.

COLIN ENTERPRISES ©.
Sell more beer through carton coasters. The cartoon on his coaster keeps the consumer's mind on your names. (Beer serving coaster) Pamphlet. Appl. author: Lester Colin. © 25Jul52; KK76728.

Your name beer. [4 cartoons] (Beer coaster) Label. Appl. author: Lester Colin. © 13Aug52; KK76779.

Your name beer. [4 cartoons] (Beer coaster) Sheet. Appl. author: Lester Colin. © 3Sep52; KK77406.

COLL, Lillian H. and Garton, Kate L., d.b.a. Colgar and Company. SEE Colgar and Company.

COLLINS (MIRIAM) PALM BEACH COSMETIC COMPANY ©.
Palm Beach foot cool foot stick. (Foot deodorant) Display card. © 16Jun52; KK75358.

COLMAN, PRENTIS AND VARLEY, INC.
The girl in the red armchair. KK75932. SEE Peter Jackson (Overseas) Ltd.

COLTRIN, C. E.
Hangover Kit. KK78239. SEE Dyer Products Company.

COLUMBIA BREWERIES, INC. ©.
Have a Heidelberg. (Beer) Adv. from the Tacoma news tribune, Oct. 2, 1952, p. 10. Appl. author: Irwin Caplan. © 20Oct52; KK78227.

Have a Heidelberg. (Beer) Adv. from the Tacoma news tribune, Oct. 6, 1952, p. 16. Appl. author: Irwin Caplan. © 6Oct52; KK78228.

Have a Heidelberg. (Beer) Adv. from the Tacoma news tribune, Oct. 22, 1952. Appl. author: Irwin Caplan. © 22Oct52; KK79322.

Have a Heidelberg. (Beer) Adv. from the Tacoma news tribune, Oct. 29, 1952, p. 9. Appl. author: Irwin Caplan. © 29Oct52; KK79323.

Heidelberg beer. Adv. from the Tacoma news tribune, Sept. 17, 1952, p. 15. Appl. author: Irwin Caplan. © 17Sep52; KK78225.

Heidelberg beer. Adv. from the Tacoma news tribune, Oct. 18, 1952, p. 8. Appl. author: Irwin Caplan. © 18Oct52; KK79321.

Heidelberg beer. Adv. from the Tacoma news tribune, Nov. 5, 1952, p. 31. Appl. author: Irwin Caplan. © 5Nov52; KK79324.

Let's. Heidelberg beer. Adv. from the Tacoma news tribune, Sept. 22, 1952, p. 20. Appl. author: Irwin Caplan. © 22Sep52; KK78226.

COLUMBIA RECORDS, INC. ©.
Paul Gregory presents the first drama quartette ... Don Juan in Hell. Columbia masterworks. (Phonograph record) Label. © 1Sep52; KK78741.

COLVIN, RICHARD E.
Build-a-set saves you up to 50 o/o. KK79599. SEE Quaker China of Salem, inc.

Ladies, look at this lovely petit point dinnerware. KK79651. SEE Quaker China of Salem, inc.

Quaker girl Petit Point dinnerware. KK80207. SEE Quaker China of Salem, inc.

COMFORT, Herbert G., d.b.a. Acorn Feature Service. SEE Acorn Feature Service.

COMMONWEALTH SANITATION COMPANY ©. Certificate of sanitation. (Disinfectants) Sheet. Appl. author: John Francis Connors. © 20Aug52; KK77075.

3 point sanitation service agreement. Co-Sani-Co. (Disinfectants) Sheet. Appl. author: John Francis Connors. © 28Aug52; KK77074.

CONGOLEUM-NAIRN, INC. ©. Best bet in the business. Gold Seal Congoleum-Nairn, inc. (Wall and floor coverings) Adv. from National furniture review, Aug. 1952, p. 50. Appl. author: McCann-Erickson, inc. © 1Aug52; KK77547.

Beware of Thin-Skin floor covering; be wise, get the 8-coat thickness. Gold Seal congoleum. Adv. from Farm journal, Sept. 1952. Appl. author: McCann-Erickson, inc. © 18Aug52; KK79616.

Come see the new Congoleum Rocket rug. Adv. from Retailing daily. Appl. author: McCann-Erickson, inc. © 29May52; KK77552.

The completely new inlaid design. Jackstraw Gold Seal Nairn inlaid linoleum. Adv. from National furniture review, July 1952, p. 43. Appl. author: McCann-Erickson, inc. © 1Jul52; KK77553.

Don't risk your good money on Thin-Skin floor covering; play safe, get the 8-coat thickness. Gold Seal congoleum. (Floor covering) Adv. from Farm journal, Oct. 1952. Appl. author: McCann-Erickson, inc. © 15Sep52; KK79614.

Goes up easily ... never needs refinishing. Proved in use by 5,000,000 home owners. Gold Seal congowall. (Floor and wall covering) Adv. from American home, Sept. 1952, p. 91. Appl. author: McCann-Erickson, inc. © 25Aug52; KK79613.

Hit of the Chicago show. Gold Seal. New Jackstraw linoleum design. Adv. from Chicago market news, June 19, 1952, p. 25. Appl. author: McCann-Erickson, inc. © 19Jun52; KK77546.

Hottest patterns under the sun. Gold Seal Congoleum-Nairn, inc. (Linoleum) Adv. from Retailing daily, Apr. 3, 1952, p. 25. Appl. author: McCann-Erickson, inc. © 3Apr52; KK77545.

Lay the tile that's worth your while, genuine inlaid linoleum. Gold Seal linoleum tile. Adv. from American home, May 1952. Appl. author: McCann-Erickson, inc. © 25Apr52; KK79615.

Nairn. This gold seal, designed by a famous American sculptor, is an impressive and unique rendering of a time-honored trade-mark. (Floor covering) Adv. from the Nation's schools, Apr. 1952, p. 133. Appl. author: McCann-Erickson, inc. © 15Mar52; KK77544.

Now, lay the tile that's worth your while. Gold Seal linoleum tile. Adv. from American home. Appl. author: McCann-Erickson, inc. © 25Mar52; KK77558.

Now, linoleum gets in on the ground floor. New Gold Seal Ranchtile linoleum. Adv. from Architectural

record, June 1952, p. 228-229. Appl. author: McCann-Erickson, inc. © 1Jun52; KK77555.

School days won't ever faze this floor. Gold Seal Nairn linoleum. Adv. from the Nation's schools, July 1952, p. 91. Appl. author: McCann-Erickson, inc. © 15Jun52; KK77551.

This hospital floor will look like new for years. It's famous Gold Seal Nairn linoleum. Adv. from Modern hospital, June 1952, p. 40. Appl. author: McCann-Erickson, inc. © 1Jun52; KK77550.

This school floor will look like new for years. Gold Seal Nairn linoleum. Adv. from the Nation's schools, June 1952, p. 143. Appl. author: McCann-Erickson, inc. © 15May52; KK77557.

23,950,000 people, including your customers, will see this challenging full-color Gold Seal page ad. (Linoleum) Adv. from Retailing daily, Apr. 10, 1952, p. 21. Appl. author: McCann-Erickson, inc. © 10Apr52; KK77556.

Watch the walls move back with Jackstraw, the new Gold Seal linoleum design that makes your room look bigger. Adv. from Better homes & gardens, Sept. 1952, p. 151. Appl. author: McCann-Erickson, inc. © 25Aug52; KK79934.

Why the finest ship afloat uses Gold Seal. America's largest, fastest, finest passenger ship ... (Wall & floor covering) Adv. from Architectural record, Sept. 1952, pp. 24-25. Appl. author: McCann-Erickson, inc. © 1Sep52; KK79612.

Why the finest ship afloat uses Gold Seal Nairn linoleum exclusively. Adv. from Westsider, summer 1952, p. 29. Appl. author: McCann-Erickson, inc. © 5Jun52; KK77543.

Why the safest ship afloat uses Gold Seal Nairn static-conductive linoleum. Adv. from Modern hospital, Aug. 1952, p. 141. Appl. author: McCann-Erickson, inc. © 1Aug52; KK77554.

CONLEY, BALTZER, PETTLER AND STEWARD. Give them both what they want, long lasting, fully guaranteed Pioneer garden hose. KK79137. SEE Pioneer Rubber Mills.

CONNORS, JOHN FRANCIS. Certificate of sanitation. KK77075. SEE Commonwealth Sanitation Company.

3 point sanitation service agreement. KK77074. SEE Commonwealth Sanitation Company.

CONRAC, INC. ©. Tuner-Kleen'r. Label. Appl. author: William J. Moreland. © 10Oct52; KK78720.

CONSOLIDATED PRODUCTS COMPANY ©. Golden eggs, by Shorty Funk. Semi-Solid contributes vigor to Kerr's lively chicks. Adv. from Poultry supply dealer, Sept. 1952, p. 7. Appl. author: Dancer-Fitzgerald-Sample, inc. © 1Sep52; KK77230.

Golden eggs by Shorty Funk. Shenandoah firms give semi-solid key role in turkey broiler industry. (Semi-solid emulsion) Sheet. Appl. author: Dancer-Fitzgerald-Sample, inc. © 1Aug52; KK76752.

Helps pullets lay now. Semi-solid E emulsion. Adv. Appl. author: Dancer-Fitzgerald-Sample, inc. © 20Sep52; KK77489.

How can you lose? Kaff-A. (Calf feed) Adv. Appl. author: Dancer-Fitzgerald-Sample, inc. © 1Sep52; KK78281.

How can you lose? Kaff-A, the safe replacement for milk. (Milk substitute for calves) Adv. Appl. author: Dancer-Fitzgerald-Sample, inc. © 13Sep52; KK77313.

How to feed Sparx to baby pigs. (Feed) Folder. Appl. author: Dancer-Fitzgerald-Sample, inc. © 10Oct52; KK78167.

Keep 'em eating Semi-Solid E emulsion to keep 'em laying. (Chicken feed) Adv. from Pennsylvania farmer. Appl. author: Dancer-Fitzgerald-Sample, inc. © 8Nov52; KK79825.

New. Non freezing. Self-feeding. Dried sow emulsion. Adv. from the Farmer, p. 27. Appl. author: Dancer-Fitzgerald-Sample, inc. © 6Dec52; KK80304.

Now the replacement for sow's milk that's practical for farm use. Sparx. (Animal feed) Adv. from Successful farming, Sept. 1952, p. 17. Appl. author: Dancer-Fitzgerald-Sample, inc. © 25Aug52; KK76850.

Nuggets from 40 golden acres, by Roscoe Pollitt. Come to the fair at Des Moines this month. (Semi-solid emulsions) Adv. Appl. author: Dancer-Fitzgerald-Sample, inc. © 4Aug52; KK76034.

Nuggets from 40 golden acres, by Roscoe Pollitt. (Semi-solid emulsion) Adv. from Farm weekly, July 7, 1952, p. 3. Appl. author: Dancer-Fitzgerald-Sample, inc. © 7Jul52; KK75182.

Nuggets from 40 golden acres, by Roscoe Pollitt. (Semi-solid emulsion) Adv. from Farm weekly, May 5, 1952, p. 3. Appl. author: Dancer-Fitzgerald-Sample, inc. © 5May52; KK74938.

Wean now with the replacement for sow's milk that's practical at any age. Sparx for baby pigs. Adv. Appl. author: Dancer-Fitzgerald-Sample, inc. © 7Jun52; KK75364.

What's stopping you? Kaff-A raises big, healthy herd replacements. (Milk substitute for calves) Adv. Appl. author: Dancer-Fitzgerald-Sample, inc. © 10Oct52; KK78545.

CONSOLIDATED WATER POWER AND PAPER COMPANY ©. Consolidated Enamel Papers cut printings costs for Cluett, Peabody & Co., inc. Adv. from Newsweek, Jan. 7, 1952, p. 65. © 7Jan52; KK78563.

CONSTABLE, JAMES CHESTON. IBM sorter, arranges 650 cards every minute. KK76824. SEE International Business Machines Corporation.

CONSUMERS SUPPLY AND PLUMBING COMPANY. Home & property owners, you asked for it ... nationally advertised plumbing, heating ... appliances. 23 p. © Sam Glickman, d.b.a. Consumers Supply & Plumbing Co.; 25Aug52; KK76817.

CONTAINER CORPORATION OF AMERICA ©. Chocolate ice cream. Rochester Dairy. Design 1404. One pint liquid. Label. © 22Sep52; KK78095.

Equity chocolate fudge swirl ice cream. Contents: one pint liquid. Label. © 24Jun52; KK75801.

Equity chocolate ice cream.
Contents: one pint liquid. Label.
© 24Jun52; KK75798.

Equity strawberry ice cream.
Contents: one pint liquid. Label.
© 24Jun52; KK75799.

Equity vanilla ice cream. Contents:
one pint liquid. Label.
© 24Jun52; KK75800.

Old Fashioned ice cream. Rochester
Dairy. Design 1404. One pint
liquid. Label. © 22Sep52;
KK78093.

Strawberry ice cream. Rochester
Dairy. Design 1404. One pint
liquid. Label. © 22Sep52;
KK78094.

Vanilla ice cream. Rochester Dairy.
Design 1404. One pint liquid.
Label. © 22Sep52; KK78092.

CONTINENTAL BAKING COMPANY, INC. ©
Bread ain't donuts. Betsy Ross bread.
Adv. Appl. author: Ted Bates & Co.
© 4Sep52; KK78883.

Do you ever go aboard a tuna boat?
Betsy Ross bread. Adv. Appl.
author: Ted Bates & Co. © 28Aug52;
KK78882.

Leathernecks love Betsy. Betsy Ross
bread. Adv. Appl. author: Ted
Bates & Co. © 12Sep52; KK78884.

Little girl, this is it. Betsy Ross
bread. Adv. Appl. author: Ted
Bates & Co. © 21Aug52; KK78881.

This landlubber's loaf joined the
Navy years ago. Betsy Ross bread.
Adv. Appl. author: Ted Bates & Co.
© 25Sep52; KK78886.

Those big slices, come and get 'em.
Betsy Ross bread. Adv. from Even-
ing tribune, San Diego, Calif.,
Aug. 14, 1952. Appl. author: Ted
Bates & Co. © 14Aug52; KK76972.

Who fills the sky with craft that
fly? Betsy Ross bread. Adv. Appl.
author: Ted Bates & Co. © 18Sep52;
KK78885.

CONTINENTAL FOODS, INC. (S.A.) ©
Continental chicken noodle soup, a
prepared soup mix. Net wt. 2 ozs.
[On verso] Sopa Continental de
pollo y fideos ... Label.
© 18Nov52; KK79781.

CONTINENTAL OIL COMPANY ©
Elmer is going to work for you. Com-
co super motor oil. Adv. from
Merchandising booklet. Appl. au-
thor: Geyer, Newell & Ganger, inc.
© 1Mar52; KK76358.

Expert service men say: I got the
story on 50,000 miles - no wear
service. Conoco super motor oil.
Adv. from the Topeka state jour-
nal. Appl. author: Geyer, Newell
& Ganger, inc. © 6Feb52; KK76360.

A fighting chance at survival for
America's most stately bird.
Adv. from the Saturday evening
post, Feb. 2, 1952, p. 85. Appl.
author: Geyer, Newell & Ganger,
inc. © 30Jan52; KK76361.

Hard right rudder. Conoco. (Motor
oil) Adv. from the Saturday
evening post, Apr. 5, 1952.
Appl. author: Geyer, Newell &
Ganger, inc. © 2Apr52; KK77113.

I got Conoco's new 1-2-3 50,000
miles no wear service. Conoco super
motor oil. Adv. from Salt Lake
telegram, May 27, 1952, p. 4.
Appl. author: Geyer, Newell & Gan-
ger, inc. © 27May52; KK76348.

Keep your eye on Conoco for 1953.
Treat your car to Conoco spring
tonic service. (Gasoline & oil)
Adv. from National petroleum news,
Dec. 3, 1952, p. 60. Appl. author:
Benton & Bowles, inc. © 3Dec52;
KK80600.

Men who depend on their cars say: I
got the story on 50,000 miles - no
wear and changed to new Conoco
super motor oil. Adv. from the
Topeka state journal. Appl. author:
Geyer, Newell & Ganger, inc.
© 20Feb52; KK76359.

New car dealers say: I got the story
on 50,000 miles - no wear and
changed to new Conoco super motor
oil. Adv. from Joplin news herald.
Appl. author: Geyer, Newell & Gan-
ger, inc. © 8Jan52; KK76343.

Now, get my new 1-2-3 50,000 miles
no wear service. Conoco super mo-
tor oil. Adv. from Salt Lake City
telegram. Appl. author: Geyer,
Newell & Ganger, inc. © 11Mar52;
KK76357.

Now, get my new 1-2-3 50,000 miles
no wear service. Conoco super mo-
tor oil. Adv. from Salt Lake City
telegram. Appl. author: Geyer,
Newell & Ganger, inc. © 25Mar52;
KK76355.

Now, get my new 1-2-3 50,000 miles
no wear service. Conoco super mo-
tor oil. Adv. from Salt Lake tele-
gram. Appl. author: Geyer, Newell
& Ganger, inc. © 15Apr52; KK76352.

Now, get my new 1-2-3 50,000 miles
no wear service. Conoco super mo-
tor oil. Adv. from the Pueblo
star-journal. Appl. author: Gey-
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© 18Mar52; KK76356.

Now, get my new 1-2-3 50,000 miles
no wear service. Conoco super mo-
tor oil. Adv. from the Sedalia
democrat. Appl. author: Geyer,
Newell & Ganger, inc. © 8Apr52;
KK76353.

Now, get my new 1-2-3 50,000 miles
no wear service. Conoco super mo-
tor oil. Adv. from Sedalia demo-
crat, Apr. 22, 1952, p. 7. Appl.
author: Geyer, Newell & Ganger,
inc. © 22Apr52; KK76351.

Now, get my new 1-2-3 50,000 miles
no wear service. Conoco super mo-
tor oil. Adv. from the Topeka
state journal. Appl. author: Gey-
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KK70354.

Now, get my new 1-2-3 50,000 miles
no wear service. Conoco super mo-
tor oil. Adv. from the Topeka state journal.
Appl. author: Geyer, Newell & Gan-
ger, inc. © 30Apr52; KK76350.

Robot spy. Conoco super motor oil.
Adv. from the Saturday evening
post, June 7, 1952, p. 103. Appl.
author: Geyer, Newell & Ganger, inc.
© 4Jun52; KK76347.

She doesn't care. Conoco super motor
oil. Adv. from the Saturday eve-
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thor: Geyer Advertising, inc.
© 30Apr52; KK78778.

Then I got Conoco's new 1-2-3 50,000
miles no wear service. Conoco su-
per motor oil. Adv. from Joplin
news herald. Appl. author: Geyer,
Newell & Ganger, inc. © 13May52;
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Traveling salesmen say: I got the
story on 50,000 miles - no wear
and changed to new Conoco super

motor oil. Adv. from Enid daily
eagle. Appl. author: Geyer, Newell
& Ganger, inc. © 23Jan52; KK76341.

CONTOUR CHAIRS, INC. ©
Presenting. The key to relaxation.
Contour Chair-Lounge. Folder.
© 2Jun52; KK75299.

CONVERTED RICE, INC. ©
Uncle Ben's Converted rice. 1 meal
package makes 4 cups of fluffy
rice. Label. © 5Dec52; KK80306.

CONWAY, HAROLD.
True Tone dual exhaust systems.
KK75590. SEE International Parts
Corporation.

COOK, R. L.
Southwest's greatest house for
leathercraft. KK77645. SEE
Longhorn Company.

COOK, VERNON HENRY ©
Coin chart. Folder. © 30Aug52;
KK78320.

COOLERATOR COMPANY.
How to be a part-time housewife.
Coolerator. (Household appliances)
Folder. © The Coolerator Co.;
1Mar52; KK77465.

COOMBS, ROBERT S.
Seeing in the dark is only for the
owls, better put on Luma-Rim and
be sure, pals. KK78922. SEE Luma-
Rim Corporation.

COONEY, CARROLL T., Jr.
Save time, cut costs with this port-
able wire-less intercom. KK79632.
SEE Vocaline Company of America,
inc.

Through the magic of electronics
turn thought into action with
Vocatron the wire-less intercom.
KK77678. SEE Vocaline Company of
America, inc.

Why be a prisoner of your appliances?
SEE Vocaline Company of America,
inc.

COOPER, JAMES W.
Employee acceptance the most impor-
tant consideration in the selection
of eye protection. KK77242. SEE
United States Safety Service Com-
pany.

A new member of the Saf-I-family.
KK77240. SEE United States Safety
Service Company.

The new Saf-Hed fiber glass hat.
KK78880. SEE United States Safety
Service Company.

New Saf-I-Lens. KK78879. SEE United
States Safety Service Company.

The new Saf-I-Weld fiber-glass weld-
ing helmet. KK78878. SEE United
States Safety Service Company.

COORS (ADOLPH) COMPANY ©
Snap a cap from a cool, refreshing
bottle of Coors. (Beer) Adv.
from Woodward daily press, Woodward,
Okla., May 21, 1952, p. 3. Appl.
author: R. J. Fox. © 21May52;
KK75843.

COPE, John F., d.b.a. Cope Brothers.
SEE Cope Brothers.

COPE BROTHERS.
John Cope's evaporated white sweet
corn. Contents: 1 lb. 1 oz. Label.
© John F. Cope, d.b.a. Cope Broth-
ers; 10Oct50; KK76974.

COPE BROTHERS. Cont'd.

John Cope's fancy dried sweet corn. A Pennsylvania Dutch food from Lancaster County. Contents one pound. Label. © John F. Cope, d.b.a. Cope Bros.; 10Oct50; KK79459.

John Cope's frozen fresh all green asparagus cuts and tips. Net wt. 12 ounces. Label. © John F. Cope, d.b.a. Cope Brothers; 10Oct50; KK76975.

John Cope's frozen fresh all green asparagus spears. Net wt. 12 ounces. Label. © John F. Cope, d.b.a. Cope Brothers; 10Oct50; KK76976.

John Cope's frozen fresh white sweet corn. Net wt. 12 ozs. Label. © John F. Cope, d.b.a. Cope Bros.; 10Oct50; KK79458.

COPP, WILLIAM COLIN ©.

Law and order, an independent, professional magazine ... Sheet. © 4Oct52; KK79299.

CORNWALL, Earl W. SEE Cornwall and Company.

CORNWALL AND COMPANY ©.

Cornwall X-Haler moisture vent-tube. Moisture within outside walls can make paint blister and peel. Sheet. Appl. author: Earl W. Cornwall. © 10Oct52; KK78377.

Instruction sheet for proper installation of the Cornwall X-Haler moisture vent-tube. Sheet. Appl. author: Earl W. Cornwall. © 10Oct52; KK78378.

CORO, INC. ©.

Ballerina by Coro. (Costume jewelry) Adv. from Ballet theatre annual, Sept. 1952. Appl. author: Adolph Katz. © 25Sep52; KK78287.

Black Beauty by Coro. (Costume jewelry) Adv. from Charm, Oct. 1952, p. 27. Appl. author: Adolph Katz. © 10Oct52; KK78249.

Fragrance, by Coro. Coro creates a delicate stone-set floral design in lovely golden settings. (Costume jewelry) Adv. from Charm, Nov. 1952, p. 22. Appl. author: Adolph Katz. © 1Nov52; KK80316.

Masterpieces of fashion jewelry. Rue de la Paix by Coro. Corocraft. Adv. from Harper's bazaar, Oct. 1952, p. 62. Appl. author: Adolph Katz. © 10Oct52; KK78431.

Platina by Coro. (Costume jewelry) Adv. from Mademoiselle, Oct. 1952, p. 27. Appl. author: Adolph Katz. © 10Oct52; KK78250.

Royal Galaxy, by Coro. Coro jewelry. Adv. from Glamour, Oct. 1952, p. 4. Appl. author: Adolph Katz. © 10Oct52; KK78899.

Your eye can tell, it's Corocraft. (Costume jewelry) Adv. from Vogue, Oct. 1, 1952, p. 66. Appl. author: Adolph Katz. © 10Oct52; KK78804.

CORONADO, JESUS.

Lupita. Jalapeño chili peppers. KK79009. SEE Jacques (Clemente) y Compania, s. a.

CORY JANE ORIGINALS.

How to cut two clamp-on aprons from one yard of fabric. (Clothing) Sheet. © Corena S. SerVaas, d.b.a. Cory Jane Originals; 22Sep52; KK78002.

How to make a ring-a-round baby bib from a wash cloth. (Clothing)

Sheet. © Corena S. SerVaas, d.b.a. Cory Jane Originals; 22Sep52; KK78001.

Pattern for shampoo and make-up capes. (Clothing) Sheet. © Corena S. SerVaas, d.b.a. Cory Jane Originals; 22Sep52; KK78003.

COSMO SERVICE.

Beautiful artist's pin-ups. 150 pin-up girl pictures, \$1.00. (Photos & post cards) Adv. from Night and day magazine, Sept. 1952. © Cosmo Service (Cosmo Carrano, prop.) © 1Aug52; KK76725.

COTY, INC. ©.

Adventure with perfume. Seven Coty perfumes you've always wanted to try. Adv. from Woman's home companion, Sept. 1952, p. 55. Appl. author: Franklin Bruck Advertising Corp. © 15Sep52; KK77711.

Adventure with perfume. 7 great Coty perfumes. Adv. Appl. author: Franklin Bruck Advertising Corp. © 3Sep52; KK77279.

Another great perfume by Coty, Meteor. Adv. Appl. author: Franklin Bruck Advertising Corp. © 26Jul52; KK75637.

Coty gifts trimmed at no extra cost. (Toiletries) Adv. Appl. author: Franklin Bruck Advertising Corp. © 10Dec52; KK80639.

Coty makes your shop a gift center with these ready-wrapped Coty toiletries. Adv. from American hairdresser, Nov. 1952, p. 27. Appl. author: Franklin Bruck Advertising Corp. © 5Nov52; KK79406.

Coty presents the new look for more make-up sales. Cream Powder compact. (Toiletries) Adv. Appl. author: Franklin Bruck Advertising Corp. © 10Oct52; KK78238.

Dress yourself in fragrance. If you want it to cling for hours, Coty Sachet is your foundation ... (Toiletries) Adv. Appl. author: Franklin Bruck Advertising Corporation. © 11Jun52; KK74949.

Emeraude, the fragrance, the colour, the fashion. Coty. (Toiletries) Adv. Appl. author: Franklin Bruck Advertising Corp. © 10Oct52; KK77850.

Fragrance makes the bath; Coty makes the fragrance ... bath essentials. (Toiletries) Adv. Appl. author: Franklin Bruck Advertising Corp. © 16Jul52; KK75395.

How to make your powder cling without accenting lines or pores. Cream Powder compact by Coty. Adv. Appl. author: Franklin Bruck Advertising Corp. © 24Sep52; KK77891.

It's a woman's privilege. Emeraude by Coty. (Toiletries) Adv. Appl. author: Franklin Bruck Advertising Corp. © 9Oct52; KK78231.

New lasting beauty. Cream powder compact. Coty. (Toiletries) Adv. Appl. author: Franklin Bruck Advertising Corp. © 24Sep52; KK78362.

Season's brightest gifts, by Coty. And the season's brightest way of choosing them. (Toiletries) Adv. from Life, Dec. 8, 1952. Appl. author: Franklin Bruck Advertising Corp. © 8Dec52; KK80298.

Season's brightest gifts, by Coty. Bettie, happy polar bear. (Toiletries) Adv. Appl. author: Franklin Bruck Advertising Corp. © 29Oct52; KK78644.

Season's brightest gifts by Coty. Boudoir. (Toiletries) Adv. Appl. author: Franklin Bruck Advertising Corp. © 19Nov52; KK79809.

Season's brightest gifts, by Coty. Cygnet. Prize from Coty's brilliant Christmas collection. (Toiletries) Adv. Appl. author: Franklin Bruck Advertising Corp. © 3Dec52; KK80299.

Season's brightest gifts by Coty. Ellie, gift-wise little elephant ... (Toiletries) Adv. from the Philadelphia inquirer, Oct. 15, 1952, p. 27. Appl. author: Franklin Bruck Advertising Corp. © 15Oct52; KK78391.

Season's brightest gifts, by Coty. Golden slippers. Twin pumps filled with two world beloved perfumes ... Adv. Appl. author: Franklin Bruck Advertising Corp. © 26Nov52; KK80301.

Season's brightest gifts by Coty. Magic Slipper. (Perfume) Adv. Appl. author: Franklin Bruck Advertising Corp. © 5Nov52; KK79232.

Season's brightest gifts, by Coty. Shower Mates. (Toiletries) Adv. from the Dallas morning news, Oct. 22, 1952, p. 2. Appl. author: Franklin Bruck Advertising Corp. © 22Oct52; KK78896.

Season's brightest gifts by Coty. Walking Sticks. (Toiletries) Adv. Appl. author: Franklin Bruck Advertising Corp. © 12Nov52; KK79526.

Warm flattery for any complexion tone. Tamale. Coty Air Spun face powder. Adv. from Harper's bazaar, July, 1952. Appl. author: Franklin Bruck Advertising Corp. © 10Jul52; KK76277.

COUCH AND NELSON ©.

Cheese-n-crackers. Net wt. 2 1/2 ozs. Label. © 1Apr52; KK75866.

COUNTRY CLUB ICE CREAM COMPANY ©.

Country Club ice cream. The cream of quality. 1 qt. Label. © 27Dec51; KK76991.

COVERDELL, Eldon, Allan Mann & David Ormont, d.b.a. Maison Peri and/or Peri Perfumes. SEE Peri Perfumes.

COWAN, STEWART.

Futurized Raytheon TV. KK75113. SEE Belmont Radio Corporation.

COWLES, Edwin. SEE Cowles Company, Inc.

COWLES COMPANY, INC.

The Beatapulper, an argument and conclusion by H. D. Cook. (Paper refining equipment) 4 p. (Cowles technical bull. no. 11) Appl. author: Edwin Cowles. © The Cowles Co., Inc.; 13Jun52; KK74848.

COX, A.S., owner. Asco Manufacturing Company. SEE Asco Manufacturing Company.

COX (HERBERT) SHOES ©.

Dragging your tots to the shoe store for their fittings ... A home fitting service. Folder. Appl. author: Herbert Cox & Erich Franken. © 15Oct52; KK79956.

COX, Herbert T. SEE Cox (Herbert) Shoes.

CRAFTOOL COMPANY ©.

Doodle page of the month. Crafttool.
(Leather carving tools) Sheet.
Page 9, series 3. [Design by] Al
Stohlman. © 13Aug52; KK76492.

Page 10, series 3. [Design by]
Ken Griffin. © 11Sep52; KK77302.

Page 11, series 3. [Design by]
Melba Fisher. © 27Oct52; KK78969.

Page 12, series 3. Signed: Al
Stohlman. © 5Nov52; KK78992.

CRANE, RICHARD P.

Gripmaster-polishing wheel. KK80631.
SEE Lea Manufacturing Company.

CRAWFORD DOOR COMPANY.

Build this budget garage yourself,
this week-end. The Fleetwood
single equipped with Crawford-built
Fleetwood upward-acting door.
Folder. Appl. author: John Dow.
© Crawford Door Co., a.k.a. Craw-
ford Door; 29Apr52; KK75903.

It's a beauty, it's a bargain. Build
it yourself, this week-end. The
Fleetwood double deluxe equipped
with Crawford ... (Garage door)
Folder. Appl. author: John Dow.
© Crawford Door Co., a.k.a. Craw-
ford Door; 29Apr52; KK75901.

This week-end, build this garage
yourself. The Fleetwood twin
equipped with two Crawford-built
Fleetwood upward-acting doors.
Folder. Appl. author: John Dow.
© Crawford Door Co., a.k.a.
Crawford Door; 29Apr52; KK75902.

CRAWFORD MANUFACTURING COMPANY, INC. ©.

Follow these simple instructions for
proper fitting of Crawford Kozy-
Nook cretonne and woven slip cov-
ers: T-cushion chairs, T-cushion
davenport. Sheet. Appl. author:
Howard R. Armbricht. © 28May52;
KK76379.

Follow these simple instructions for
proper fitting of Crawford Kozy-
Nook ready-made furniture slip cov-
ers: club, button-back, and Lawson
chairs and davenport. Sheet.
Appl. author: Howard R. Armbricht.
© 28May52; KK76378.

Follow these simple instructions for
proper fitting of Crawford Kozy-
Nook ready made furniture slip cov-
ers: Cogswell chair, open arm.
Sheet. Appl. author: Howard R.
Armbricht. © 28May52; KK76377.

Follow these simple instructions for
proper fitting of Crawford Kozy-
Nook ready made furniture slip cov-
ers: modern, modern overstuffed,
semi-modern and jumbo chairs and
davenport. Sheet. Appl. author:
Howard R. Armbricht. © 28May52;
KK76376.

Follow these simple instructions for
proper fitting of Crawford Kozy-
Nook ready made furniture slip cov-
ers: regular wing chair. Sheet.
Appl. author: Howard R. Armbricht.
© 28May52; KK76384.

Follow these simple instructions for
proper fitting of Crawford Kozy-
Nook ready made furniture slip cov-
ers: sofa bed with solid back and
upholstered arms. Sheet. Appl.
author: Howard R. Armbricht.
© 28May52; KK76383.

Kozy-Nook hassox by Crawford, fall
1952 - spring 1953. (Hassock)
19 p. Appl. author: Harry Burn.
© 15Jun52; KK75755.

Kozy-Nook hassox mat service. Fall
1952 - Spring 1953. 7 p. Appl.
author: Harry Burn, Jr. © 19Sep52;
KK79237.

**CRAWLEY, Jon Charles, d.b.a. Crawley's
Investment Analysis. SEE Crawley's
Investment Analysis.**

CRAWLEY'S INVESTMENT ANALYSIS.

Buy sell time tables; a time-tested
proven method of determining the
force of buying vs. selling ...
(Stock market time tables) 22 p.
© Jon Charles Crawley, d.b.a.
Crawley's Investment Analysis;
10Oct52; KK79579.

CREAM OF WHEAT CORPORATION.

Dauntless Donald, by Markopf. Un-
hand that woman ... (Wheat break-
fast food) Adv. from the American
weekly, Oct. 5, 1952, p. 26. Appl.
authors: John E. Martin, Reynold B.
Kruskopf & Marcel A. Beaudoin.
© The Cream of Wheat Corp.; 5Oct52;
KK78448.

CREATIVE NOVELTY COMPANY.

Monkey shines. Label. © Louis E.
Sable, t.a. Creative Novelty Co.;
17Oct52; KK79995.

CREECH, THOMAS HARVEY.

Beautiful, new Bruce laminated oak
blocks. KK76315. SEE Bruce
(E. L.) Company.

CRESTA BLANCA WINE COMPANY.

The modern way to take it easy.
Cresta Blanca. (Wine) Adv. from
the Oakland tribune, Oct. 7, 1952,
p. 21. Appl. author: Joseph J.
Weiner. © Schenley Industries,
inc., d.b.a. Cresta Blanca Wine
Co.; 7Oct52; KK78892.

CROCKER (H. S.) COMPANY, INC.

Florida Cypress Gardens grapefruit
and orange sections for salad.
KK80577. SEE Snively Groves, inc.

Florida Cypress Gardens orange
juice. KK80578. SEE Snively
Groves, inc.

Puffy-Fluff one and one-half minute
meringue mix. KK77365. SEE
Billings and Gage Manufacturing
Company.

**CROSLEY Division, Avco Manufacturing
Corporation. SEE Avco Manufacturing
Corporation. Crosley Division.**

CROSS ENGINEERING COMPANY ©.

Stock list, warehouse items, Cross
standards of perforated steel.
A plus quality product. Folder.
Appl. author: Mildred C. Gill.
© 25Jul52; KK75790.

CROTON WATCH COMPANY ©.

Most accurate self-winder. Croton
Aquamatic. (Watches) Adv. from
the New York times magazine, Oct.
12, 1952. Appl. author: Franklin
Bruck Advertising Corp.
© 12Oct52; KK78232.

**CROWDER, George C., owner Lee Electric.
SEE Lee Electric.**

CROWLEY, FRANCIS PATRICK.

Pianoramic styling, presented exclu-
sively by Jesse French & Sons,
builders of pianos of enduring qual-
ity since 1875. KK79499. SEE
Selmer (H. and A.) inc.

CROWN LUGGAGE COMPANY, INC. ©.

At last, airplane luggage that
weighs no more than her purse.
Ski-Lite by Crown. Adv.
© 2Dec51; KK77970.

CROWN METAL MANUFACTURING COMPANY ©.

Hol-Dits plus Hol-Bord equals this ...
(Support brackets) Pamphlet.
© 7Oct52; KK78517.

CROWN SOAP COMPANY ©.

Soap is soap, or is it? Immunol
antiseptic powdered hand soap.
Folder. © 17Sep52; KK77512.

The story of Immunol. Antiseptic
powdered hand soap. 10 p.
© 17Sep52; KK77513.

CROWN ZELLERBACH CORPORATION ©.

Protect flavor and freshness. Silk
waxed sandwich bags. Label.
© 31Dec50; KK78725.

Silk 80 embossed napkins. Label.
© 31Dec50; KK78728.

Silk fine facial tissues. Label.
© 31Dec50; KK78727.

Silk garbage bags. Label. © 31Dec50;
KK78730.

Silk tissue embossed for greater
softness. Label. © 31Dec50;
KK78726.

Silk towels. Label. © 31Dec50;
KK78729.

Zee chiffon quality facial tissues.
Label. © 24Jul52; KK77097.

**CRUCHON, Gordon M. and Marie Cruchon,
d.b.a. Cruchon Sales Co. SEE Cruchon
Sales Company.**

**CRUCHON, Marie and Gordon M. Cruchon,
d.b.a. Cruchon Sales Co. SEE Cruchon
Sales Company.**

CRUCHON SALES COMPANY.

Trend of fashion give personality to
your nails. Decal-ettes. (Decals
for fingernail decoration) Sheet.
© Gordon M. Cruchon & Marie Cru-
chon, d.b.a. Cruchon Sales Co.;
3Oct52; KK78978.

**CRUTCHER, Norval, Wah Chang and Gene
Warren, d.b.a. Centaur Productions.
SEE Centaur Productions.**

CUDAHY PACKING COMPANY.

Brand new. Now yellow. Of all the
leading margarines only Delrich
is made with pasteurized sweet
whole milk. (Oleomargarine) Adv.
from Chicago daily tribune, July
26, 1951, p. 16. Appl. author:
Grant Advertising, inc. © The
Cudahy Packing Co.; 26Jul51;
KK76152.

Compare the ingredients of all lead-
ing oleomargarines. Only Delrich
E-Z Color Pak oleomargarine is a
skillful blend of pasteurized
sweet whole milk. Adv. from the
Seattle daily times, Mar. 18,
1952, p. 20. Appl. author: Grant
Advertising, inc. © The Cudahy
Packing Co.; 18Mar52; KK76156.

Compare the ingredients of all lead-
ing oleomargarines. Only Delrich
oleomargarine is a skillful blend
of pasteurized sweet whole milk.
Adv. from the Boston daily globe,
May 21, 1952, p. 13. Appl. author:
Grant Advertising, inc. © The
Cudahy Packing Co.; 21May52;
KK76157.

Compare the ingredients of all lead-
ing oleomargarines. Only Delrich
oleomargarine is a skillful blend
of pasteurized sweet whole milk.

CUDAHY PACKING COMPANY. Cont'd.

Adv. from the Indianapolis news, May 6, 1952, p. 16. Appl. author: Grant Advertising, inc. © The Cudahy Packing Co.; 6May52; KK78342.

Here's good news. Today you can buy Delrich margarine in yellow quarters. Adv. from the Philadelphia inquirer, Aug. 30, 1951, p. 20. Appl. author: Grant Advertising, inc. © The Cudahy Packing Co.; 13Aug51; KK78343.

I've compared the ingredients of all leading oleomargarines. Only Delrich oleomargarine is a skillful blend of pasteurized sweet whole milk. Adv. from Chicago daily news, May 14, 1952, p. 36. Appl. author: Grant Advertising, inc. © The Cudahy Packing Co.; 14May52; KK76153.

I've compared the ingredients of all leading oleomargarines. Only Delrich oleomargarine is a skillful blend of pasteurized sweet whole milk. Adv. from the Hartford times, May 21, 1952, p. 26. Appl. author: Grant Advertising, inc. © The Cudahy Packing Co.; 21May52; KK76155.

I've compared the ingredients of all leading oleomargarines. Only Delrich oleomargarine is a skillful blend of pasteurized sweet whole milk. Adv. from the Philadelphia inquirer, Mar. 13, 1952, p. 46. Appl. author: Grant Advertising, inc. © The Cudahy Packing Co.; 13Mar52; KK76154.

Of all the leading margarines only Delrich is made with pasteurized sweet whole milk. (Oleomargarine) Adv. from the Oregonian, Aug. 3, 1951, p. 15. Appl. author: Grant Advertising, inc. © The Cudahy Packing Co.; 3Aug51; KK76151.

CULLEN, PAUL BERNARD.

Who's zoo, on the highway. KK75088. SEE Aetna Casualty and Surety Company.

CULLIGAN, INC. ©.

Washes. Cul cleans; the new, all-purpose Sudsation made expressly for use in soft water. Folder. Appl. author: Alex T. Franz, Jr. © 5Nov52; KK79768.

CULLIGAN ZEOLITE COMPANY ©.

Cul, Culliga, Culligan, the greatest name in water conditioning. Folder. Appl. author: Alex T. Franz. © 18Aug52; KK77127.

Culligan Cul-matic, the finest automatic-feature water softener on the market today. Sheet. Appl. author: Alex T. Franz, Jr. © 18Aug52; KK77121.

Culligan economy model water softener. Sheet. Appl. author: Alex T. Franz. © 18Aug52; KK77123.

Culligan offers you soft water 2 ways. (Water softener) Folder. Appl. author: Alex T. Franz. © 18Aug52; KK77124.

Culligan standard water softener. Sheet. Appl. author: Alex T. Franz. © 18Aug52; KK77122.

Every sale of Culligan soft water service or Culligan home-owned softeners will get you valuable merchandise "points" in the big new Culligan salesman-serviceman event. Sheet. Appl. author: Alex T. Franz. © 18Aug52; KK77120.

The greatest name in soft water service. Culligan. Adv. from Good Housekeeping, Oct. 1952, p. 249. Appl. author: Alex T. Franz, Jr. © 20Sep52; KK78638.

The truth about home-owned water softeners. Culligan. Folder. Appl. author: Alex T. Franz. © 18Aug52; KK77125.

You could offer a \$1000 reward. Culligan soft water service. Folder. Appl. author: Alex T. Franz. © 18Aug52; KK77126.

Your market needs a second look. Culligan soft water service. 10 p. Appl. author: Alex T. Franz. © 18Aug52; KK77128.

CULPEPPER, CARL WAGLEY.

A quick course in lip beauty. KK80204. SEE Natone Company.

CUNNINGHAM AND WALSH, INC.

At last, silverplate with the look and feel of sterling. KK75782. SEE International Silver Company.

Chesterfield first premium quality cigarette to offer both regular and king-size. SEE Liggett and Myers Tobacco Company.

Compare Fatima with any other king-size cigarette. KK76912. SEE Liggett and Myers Tobacco Company.

Distinctive, with a truly different flavor and aroma ... SEE Liggett and Myers Tobacco Company.

First premium quality cigarette ... SEE Liggett and Myers Tobacco Company.

First 20 game winner 1952 Bobby Shantz ... KK76911. SEE Liggett and Myers Tobacco Company.

For you first premium quality cigarette, regular and king-size. KK77333. SEE Liggett and Myers Tobacco Company.

From experience comes faith. SEE Squibb (E. R.) and Sons.

Give Fatima in the beautiful Christmas carton. KK79653. SEE Liggett and Myers Tobacco Company.

Is your silver shabby or out of style? KK79553. SEE International Silver Company.

Is your teen-ager ashamed of your silverware? KK77392. SEE International Silver Company.

Meet one of Chesterfield's top salesmen ... SEE Liggett and Myers Tobacco Company.

Merry Christmas packaging, a new holiday special in Holmes & Edwards silverplate. KK79887. SEE International Silver Company. Holmes and Edwards Division.

More and more dealers are reporting more sales of Holmes & Edwards patterns because ... KK77436. SEE International Silver Company.

The most beautiful patterns in silverplate -- New Romance, May Queen ... KK79552. SEE International Silver Company.

Much milder, no unpleasant after-taste. KK75169. SEE Liggett and Myers Tobacco Company.

A new way to sell more quality silverplate in less time. KK76903. SEE International Silver Company.

19 wonderful ways to make it a Silver Christmas. KK80197. SEE International Silver Company.

1932-1952, 20 years of selling direct to you for full mark-up and full profit. KK75538. SEE International Silver Company.

Nose, throat, and accessory organs not adversely affected by smoking Chesterfields. KK77698. SEE Liggett and Myers Tobacco Company.

Now! A new way to sell more quality silverplate in less time. KK76904. SEE International Silver Company.

The pattern makes the sale. KK75525. SEE International Silver Company.

Play safe, smoke Chesterfield. KK76095. SEE Liggett and Myers Tobacco Company.

A quality traffic builder and account opener. KK77435. SEE International Silver Company.

Smoke Chesterfield and be sure ... KK77165. SEE Liggett and Myers Tobacco Company.

The spotlight's on Chesterfield. KK75170. SEE Liggett and Myers Tobacco Company.

Tips on travel. SEE American Export Lines, inc.

Use this super salesman. KK79551. SEE International Silver Company.

Why do so many think these silverplate patterns are sterling? KK78027. SEE International Silver Company.

You get out of a cigarette just what goes into it. KK77464. SEE Liggett and Myers Tobacco Company.

You know the score when you smoke Chesterfield. KK76096. SEE Liggett and Myers Tobacco Company.

You've sold the bride, now sell her mother. KK78543. SEE International Silver Company.

CUPID CANDIES.

Decoration Day special. Delicious Turks. (Candy) Adv. from Chicago daily news, May 29, 1952, p. 2. © Paul C. Stefanos, t.a. Cupid Candies; 29May52; KK76267.

CURRY, ERWIN HAROLD ©.

Eze Out disgorgers. Salmon egg pick. (Fisherman's accessories) Counter display. © 1Aug52; KK78004.

CUSICK-SCHWERKE AND WILD.

I hope my master reads this. KK79175. SEE Stinson Manufacturing Company.

CUSTOM FINISHERS GUILD.

The enchantment of candlelight on beautifully beeswaxed wood. Finish Feeder with beeswax. (Furniture polish) Adv. from Antiques, Oct. 1952, p. 343. © Albert Young Woodward, d.b.a. Custom Finishers Guild; 1Oct52; KK78740.

The enchantment of candlelight on beautifully beeswaxed wood. Finish Feeder with beeswax. (Furniture polish) Folder. © Albert Young Woodward, d.b.a. Custom Finishers Guild; 24Sep52; KK77961.

It's different, feeds your furniture. Finish Feeder with beeswax. 12 fl. oz. net. (Furniture polish) Label. © Albert Young Woodward, d.b.a. Custom Finishers Guild; 22Sep52; KK77960.

D

D'ABRE, EDGAR ALFONSUS REGINALD ©.

Smokers' safety bowl and ash tray, eliminates fire hazard. Sheet. © 21Aug52; KK80534.

DAIRY QUEEN NATIONAL TRADE ASSOCIATION, INC. ©.

Big and thick, Dairy Queen malts and shakes. (Whole milk, sweet cream,

- frozen food) Adv. from New chronicle, Scott City, Kan., Apr. 24, 1952, p. 11. Appl. author: Kenneth D. Warren. © 24Apr52; KK75195.
- Big and thick, Dairy Queen malts and shakes. (Whole milk, sweet cream, frozen food) Adv. from Ottawa herald, Ottawa, Kan., Apr. 11, 1952, p. 4. Appl. author: Kenneth D. Warren. © 11Apr52; KK75203.
- Big and thick, Dairy Queen malts and shakes. (Whole milk, sweet cream, frozen food) Adv. from the Daily Jeffersonian, Cambridge, Ohio, Mar. 14, 1952, p. 12. Appl. author: Kenneth D. Warren. © 14Mar52; KK75196.
- Big-top cantaloupe. Take home Dairy Queen for dessert. (Whole milk, sweet cream, frozen food) Adv. from Independence daily reporter, Independence, Kan., Apr. 28, 1952, p. 3. Appl. author: Kenneth D. Warren. © 28Apr52; KK75194.
- Big-top shortcake; take home Dairy queen quarts & pints. (Frozen dairy food) Adv. from the Berkshire evening eagle, Pittsfield, Mass., Apr. 26, 1952, p. 2. Appl. author: Kenneth D. Warren. © 26Apr52; KK76928.
- Choose a charmer, Dairy Queen cherry sundaes. Adv. from Ottawa herald, Ottawa, Kansas, Aug. 6, 1952, p. 5. Appl. author: Kenneth Warren. © 31Jul52; KK77742.
- Enjoy at home cantaloupe a-la Dairy Queen. (Whole milk, sweet cream, frozen food) Adv. from Great Bend daily tribune, Great Bend, Kan., June 10, 1952, p. 9. Appl. author: Kenneth D. Warren. © 10Jun52; KK75207.
- 14 days left to enjoy smooth, delicious Dairy Queen. (Whole-milk & sweet-cream) Adv. from Bemidji daily pioneer, Bemidji, Minn., Sept. 27, 1952, p. 4. Appl. author: Kenneth Warren. © 27Sep52; KK79154.
- Hey gang. C'mon over. Dairy Queen's 12th birthday. (Whole-milk and sweet-cream frozen food) Adv. from South suburban news, Minneapolis, Aug. 15, 1952, p. 2. Appl. author: Kenneth Warren. © 15Aug52; KK78455.
- Hurry, hurry. Dairy Queen butter-scotch sundaes. (Frozen dairy food) Adv. from the Daily times, Davenport, Iowa, July 18, 1952, p. 4. Appl. author: Kenneth D. Warren. © 18Jul52; KK76926.
- Join the big parade! Dairy queen is here again. (Frozen dairy food) Adv. from the News, Kenton, Ohio, Mar. 20, 1952, p. 3. Appl. author: Kenneth D. Warren. © 20Mar52; KK76925.
- Join the parade. Smooth, delicious Dairy Queen. (Whole-milk and sweet-cream frozen food) Adv. from the Saturday evening post, May 17, 1952, p. 135. Appl. author: Kenneth Warren. © 14May52; KK76456.
- Jumbo attraction, Dairy Queen hot fudge sundaes. Adv. from Daily reporter, Independence, Kan., July 19, 1952. Appl. author: Kenneth Warren. © 19Jul52; KK77739.
- June is Dairy Queen month. Main event, Dairy Queen, smooth, delicious. (Shows strawberry sundaes. Whole-milk and sweet-cream frozen food) Adv. from the Saturday evening post, June 14, 1952, p. 164. Appl. author: Kenneth Warren. © 11Jun52; KK78454.
- Just the ticket, Dairy Queen pineapple sundaes. (Whole milk, sweet cream, frozen food) Adv. from the Daily times, Davenport, Iowa, May 30, 1952, p. 2. Appl. author: Kenneth D. Warren. © 30May52; KK75206.
- Main event, Dairy Queen fresh frozen strawberry sundaes. Adv. from West Memphis news, West Memphis, Ark., July 31, 1952, p. 5. Appl. author: Kenneth Warren. © 31Jul52; KK77743.
- Main event Dairy Queen fresh frozen strawberry sundaes. (Whole milk, sweet cream, frozen food) Adv. from Hays daily news, Hays, Kan., Apr. 7, 1952, p. 5. Appl. author: Kenneth D. Warren. © 7Apr52; KK75197.
- Now open, special, Dairy Queen coconut isle sundaes. (Whole milk, sweet cream, frozen food) Adv. from the Rock Island argus, Rock Island, Ill., Mar. 29, 1952, p. 11. Appl. author: Kenneth D. Warren. © 29Mar52; KK75200.
- Only 5 days left to stock up at home on Dairy Queen. (Whole milk and sweet cream frozen food) Adv. from the Sheldon sun, Sheldon, Iowa, Sept. 25, 1952, p. 5. Appl. author: Kenneth Warren. © 25Sep52; KK79332.
- Special! Dairy Queen butter pecan sundaes. (Frozen dairy food) Adv. from the Emporia daily gazette, Apr. 8, 1952, p. 6. Appl. author: Kenneth D. Warren. © 8Apr52; KK76927.
- Special, Dairy Queen fresh frozen peach sundaes. (Whole milk, sweet cream, frozen food) Adv. from Reflector-chronicle, Abilene, Kan., Apr. 18, 1952, p. 3. Appl. author: Kenneth D. Warren. © 18Apr52; KK75191.
- Special, Dairy Queen fresh frozen raspberry royal sundaes. (Whole milk, sweet cream, frozen food) Adv. from the Neodesha daily sun, Neodesha, Kan., Apr. 18, 1952, p. 2. Appl. author: Kenneth D. Warren. © 18Apr52; KK75193.
- Special, Dairy Queen fruit salad sundaes. (Whole milk, sweet cream, frozen food) Adv. from the Eldon advertiser, Eldon, Mo., Apr. 17, 1952, p. 8. Appl. author: Kenneth D. Warren. © 17Apr52; KK75192.
- Step right up! Dairy queen. (Frozen dairy food) Adv. from Appleton post-crescent, June 21, 1952, p. 17. Appl. author: Kenneth D. Warren. © 21Jun52; KK76923.
- Step right up! Dairy queen. (Frozen dairy food) Adv. from Brainerd daily dispatch, June 25, 1952, p. 10. Appl. author: Kenneth D. Warren. © 25Jun52; KK76924.
- Step right up, Dairy Queen, the cone with the curl on top. (Frozen dairy foods) Adv. from Rhode Island pendulum, East Greenwich, June 26, 1952, p. 6. Appl. author: Kenneth D. Warren. © 26Jun52; KK77740.
- Step right up, Dairy Queen, the cone with the curl on top. (Whole milk, sweet cream, frozen food) Adv. from the Daily register, Harrisburg, Ill., Mar. 22, 1952, p. 7. Appl. author: Kenneth D. Warren. © 22Mar52; KK75202.
- Take home the biggest treat on earth. Dairy Queen. (Whole-milk and sweet cream frozen food) Adv. from Daily news, Hays, Kansas, June 12, 1952, p. 6. Appl. author: Kenneth Warren. © 12Jun52; KK77738.
- Take home the biggest treat on earth, Dairy Queen. (Whole milk, sweet cream, frozen food) Adv. from the Emporia daily gazette, Emporia, Kan., Apr. 2, 1952, p. 6. Appl. author: Kenneth D. Warren. © 2Apr52; KK75201.
- Take home the biggest treat on earth, Dairy Queen. (Whole milk, sweet cream, frozen food) Adv. from the Evening tribune, Ironton, Ohio, Apr. 22, 1952, p. 12. Appl. author: Kenneth D. Warren. © 22Apr52; KK75190.
- Take home the biggest treat on earth, Dairy Queen. (Whole milk, sweet cream, frozen food) Adv. from the News, Kenton, Ohio, Mar. 25, 1952, p. 5. Appl. author: Kenneth D. Warren. © 25Mar52; KK75204.
- Take home the biggest treat on earth. Enjoy Dairy Queen on home desserts. (Whole milk, sweet cream, frozen food) Adv. from Hays daily news, Hays, Kan., Apr. 13, 1952, p. 3. Appl. author: Kenneth D. Warren. © 13Apr52; KK75198.
- Under the big top-ping, Dairy Queen chocolate sundaes. Adv. from Daily times, New Philadelphia, Ohio, June 27, 1952, p. 13. Appl. author: Kenneth Warren. © 27Jun52; KK77744.
- Under the big top-ping, Dairy Queen chocolate sundaes. Adv. from Norman transcript, Norman, Okla., June 1, 1952, p. 5. Appl. author: Kenneth D. Warren. © 1Jun52; KK77741.
- Under the big top-ping, Dairy Queen chocolate sundaes. (Whole milk, sweet cream, frozen food) Adv. from Daily tiller and toiler, Larned, Kan., May 12, 1952, p. 6. Appl. author: Kenneth D. Warren. © 12May52; KK75205.
- Under the big top-ping, Dairy Queen chocolate sundaes. (Whole milk, sweet cream, frozen food) Adv. from Wadsworth news-banner, Wadsworth, Ohio, Apr. 3, 1952, p. 2. Appl. author: Kenneth D. Warren. © 3Apr52; KK75199.
- Under the big topping, it's Dairy Queen, smooth, delicious. (Whole milk, sweet cream and frozen food) Adv. from the Saturday evening post, July 26, 1952, p. 97. Appl. author: Kenneth Warren. © 23Jul52; KK75653.
- DALLAS IRON AND WIRE WORKS, INC. © From Old New Orleans. The original patterns from which these were adapted ... Sheet. Appl. author: Philip Carl Lindman. © 1Mar50; KK79855.
- It's easy to order. Pre-Kut ornamental iron. Sheet. Appl. author: Philip Carl Lindman. © 15Feb48; KK79853.
- Mediterranean magnificence recaptured in Riviera scrolls. Sheet. Appl. author: Philip Carl Lindman. © 21Jul52; KK79858.
- Pre-Kut canopy brackets. [Design nos.] 1220, 2026, 1711. Sheet. Appl. author: Philip Carl Lindman. © 1Mar50; KK79854.
- Pre-Kut ornamental iron combined with brick, stone, or other permanent materials ... Sheet. Appl. author: Philip Carl Lindman. © 1Mar50; KK79857.
- Pre-Kut ornamental iron custom quality at ready-made prices. Sheet. Appl. author: Philip Carl Lindman. © 21Jul52; KK79860.

DALLAS IRON AND WIRE WORKS INC.
Cont'd.

Pre-Kut ornamental iron gate frame for porches, fences, patios, offices & stairs. Sheet. Appl. author: Philip Carl Lindman. © 1Mar50; KK79856.

Recreating nature's own beauty in Acorn. Sheet. Appl. author: Philip Carl Lindman. © 21Jul52; KK79859.

DANA PERFUMES, INC. ©

After the bath, nothing compares with the lavish luxury of liquid colognes by Dana. Adv. from Town and country, Oct. 1951, p. 89. Appl. author: Ross Roy, inc. © 29Sep51; KK77377.

Beautiful beyond belief, wear it, and then you'll know. Dana. (Perfume) Adv. from Town & country, Dec. 1951, p. 154. Appl. author: Ross Roy, inc. © 29Nov51; KK77919.

Five fashionable fragrances by Dana. Dana perfume. Adv. from Holiday, Feb. 1952, p. 7. Appl. author: Ross Roy, inc. © 14Jan52; KK77383.

For Christmas, wouldn't you love one of these wonderful gifts by Dana. (Perfume) Adv. from Mademoiselle, Nov. 1951, p. 30. Appl. author: Ross Roy, inc. © 29Oct51; KK77582.

For the woman of great dignity a distinguishing fragrance parfum precious Platine. Adv. from Cosmetics and toiletries, May 1952, p. 7. Appl. author: Ross Roy, inc. © 28Apr52; KK77382.

The forbidden perfume by Dana. Haunts forever whoever comes near it. Tabu cologne and perfume. Adv. from the New Yorker, Oct. 20, 1951, p. 61. Appl. author: Ross Roy, inc. © 18Oct51; KK77378.

The forbidden perfume by Dana. The exciting Tabu woman might very well be you. Adv. from Cosmetics and toiletries, Feb. 1952, p. 6. Appl. author: Ross Roy, inc. © 28Jan52; KK77384.

The forbidden perfume by Dana. The exciting Tabu woman might very well be you, with just a drop of Tabu here and there. Adv. from the New Yorker, Mar. 15, 1952, p. 43. Appl. author: Ross Roy, inc. © 13Mar52; KK77381.

The forbidden perfume by Dana. The one perfume that dares you to be entirely yourself. Tabu cologne and perfume. Adv. from Cosmetics and toiletries, Dec. 1951, p. 6. Appl. author: Ross Roy, inc. © 28Nov51; KK77380.

The forbidden perfume by Dana. You, the enchantress. Tabu cologne and perfume. Adv. from Beauty fashion, Oct. 1951, p. 45. Appl. author: Ross Roy, inc. © 10Oct51; KK77376.

In her thoughts, these wonderful gifts by Dana. Dana perfume. Adv. from Esquire, Dec. 1951, p. 77. Appl. author: Ross Roy, inc. © 8Nov51; KK77375.

Nothing can compare with the lavish luxury of liquid colognes, by Dana. Adv. from Town & country, Jan. 1952, p. 126. Appl. author: Ross Roy, inc. © 31Dec51 (in notice: 1952); KK77822.

Parfum Platine by Dana. Platine is a perfume paradox. Adv. from Town and country, Nov. 1951, p. 174. Appl. author: Ross Roy, inc. © 31Oct51; KK77379.

We'll meet you under the clock in 2052. The forbidden perfume by Dana. Adv. from Mademoiselle,

Jan. 1952, p. 63. Appl. author: Ross Roy, inc. © 29Dec51 (in notice: 1952); KK77821.

DANCER-FITZGERALD-SAMPLE, INC.

Do they whisper about you? KK77281. SEE Depree Company.

First in value, in effectiveness. KK75802. SEE De Free Company.

Golden eggs, by Shorty Funk. SEE Consolidated Products Company.

Helps pullets lay now. KK77489. SEE Consolidated Products Company.

How can you lose? SEE Consolidated Products Company.

How to feed Sparx to baby pigs. KK78167. SEE Consolidated Products Company.

Keep 'em eating Semi-Solid E emulsion to keep 'em laying. KK79825. SEE Consolidated Products Company.

New. Non freezing. KK80304. SEE Consolidated Products Company.

New improved Nullo. KK75350. SEE De Free Company.

Now the replacement for sow's milk that's practical for farm use. KK76850. SEE Consolidated Products Company.

Now your customers get Nullo ... KK77488. SEE De Free Company.

Nuggets from 40 golden acres, by Roscoe Pollitt. SEE Consolidated Products Company.

Nullo new pill kills body odors. KK80118. SEE De Free Company.

Wean now with the replacement for sow's milk that's practical at any age. KK75364. SEE Consolidated Products Company.

What's stopping you? KK78545. SEE Consolidated Products Company.

DANOWITZ, JACK.

Florida Fashions. KK75931. SEE Florida Fashions, inc.

Lowest price in years. SEE Florida Fashions, inc.

Sale bulletin. KK76229. SEE Florida Fashions, inc.

Sale, prices slashed on new summer styles. KK75841. SEE Florida Fashions, inc.

6th. anniversary sale. KK78506. SEE Florida Fashions, inc.

Wonderful styles, wonderful values. KK78505. SEE Florida Fashions, inc.

DANT DISTILLERY COMPANY.

Four years old Kentucky choice. Kentucky straight bourbon whiskey. Label. Appl. author: Abraham Stern. © The Dant Distillery Co.; 26Aug52; KK76934.

Kentucky choice. Kentucky straight bourbon whiskey. Label. Appl. author: Abraham Stern. © The Dant Distillery Co.; 21Jun52; KK75103.

Kentucky Choice. Kentucky straight bourbon whiskey. [Picture of horse's head] Label. Appl. author: Abraham Stern. © The Dant Distillery Co.; 15Aug52; KK76932.

DAPRATO STATUARY COMPANY.

Daprato art bulletin. (Religious works of art) Pamphlet. Appl. author: Paul Rigali. © Daprato Statuary Co., parent firm of Daprato Studios.

224. © 30May52; KK75756.

225. © 15May52; KK75585.

226. © 15Sep52; KK78000.

227. © 15Oct52; KK80369.

228. © 15Nov52; KK80370.

DAPRATO Studios, Daprato Statuary Company, parent firm of Daprato Studios. SEE Daprato Statuary Company.

D'ARCY ADVERTISING COMPANY.

Add Coke to your meals, add spark to your food. KK78064. SEE Coca-Cola Company.

Again --- the summer's big related item promotion. KK76340. SEE Coca-Cola Company.

And now the gift for thirst. KK79341. SEE Coca-Cola Company.

And on I rode, and greater was my thirst. KK75335. SEE Coca-Cola Company.

Around the corner from anywhere, have a Coke. KK78869. SEE Coca-Cola Company.

At home, too, add Coke to meals. KK77328. SEE Coca-Cola Company.

Be refreshed, drink Coca-Cola. KK78164. SEE Coca-Cola Company.

Cash for your empty Coke bottles. KK78072. SEE Coca-Cola Company.

Come and get it, no other bond can match that Kentucky Tavern taste. KK78568. SEE Glenmore Distilleries Company, inc.

Continuous quality year after year. KK78066. SEE Coca-Cola Company.

Coke with meals, so easy and so refreshing. KK78071. SEE Coca-Cola Company.

Coventry Patmore penned: Life is not at all without delight. KK77323. SEE Coca-Cola Company.

Decorates the finest homes. KK75521. SEE Glenmore Distilleries Company.

Dionysius Cato prescribed: Mingle your cares with pleasure now and then. KK77326. SEE Coca-Cola Company.

Enjoy Coke, ice cold right from the bottle. KK78068. SEE Coca-Cola Company.

Enjoy food. SEE Coca-Cola Company.

For the pleasure of the party. KK78569. SEE Glenmore Distilleries Company, inc.

A friend of yours dropped in again yesterday. KK77600. SEE Coca-Cola Company.

General order: Coca-Cola. KK76337. SEE Coca-Cola Company.

Have a Coke. SEE Coca-Cola Company.

Here's a welcome meal-time treat. KK77322. SEE Coca-Cola Company.

Here's help to fill 'er up. KK76331. SEE Coca-Cola Company.

Hospitality can be so easy. KK77422. SEE Coca-Cola Company.

How about a coke. KK79720. SEE Coca-Cola Company.

I figure quality in my budget, too, for me, Coke is the answer. KK78073. SEE Coca-Cola Company.

I tell 'em all, you still get Coke at the same price. KK78070. SEE Coca-Cola Company.

Ice-cold Coca-Cola makes good food taste better. KK77320. SEE Coca-Cola Company.

It had to be good to get where it is. KK78067. SEE Coca-Cola Company.

Keep the bottles coming, please, so we can keep Coke coming to you at 25¢ a carton. KK78075. SEE Coca-Cola Company.

Keep the bottles rolling, please, so Coke can keep on selling at 6 for 25¢. KK78074. SEE Coca-Cola Company.

A little minute, a big rest. KK77596. SEE Coca-Cola Company.

Mardi Gras hospitality. KK78078. SEE Coca-Cola Company.

Mario [Lanza] moves to Friday ... KK77329. SEE Coca-Cola Company.

Meal-time can be refreshment-time. KK77321. SEE Coca-Cola Company.

No matter where you go, no other band can match that Kentucky Tavern taste. KK75520. SEE Glenmore Distilleries Company.

Outstanding value on your shopping list. KK77421. SEE Coca-Cola Company.

The pause that refreshes. KK78868. SEE Coca-Cola Company.

Pure as sunlight. KK78866. SEE Coca-Cola Company.

Quality refreshment costs so little. KK77420. SEE Coca-Cola Company.

Refresh yourself. KK77427. SEE Coca-Cola Company.

A refreshing idea: Coke with meals. KK77327. SEE Coca-Cola Company.

Refreshment for all. KK78065. SEE Coca-Cola Company.

Remember. Take enough home. KK78870. SEE Coca-Cola Company.

Salesmen in print for May. KK76330. SEE Coca-Cola Company.

Salesmen in print for June. KK76336. SEE Coca-Cola Company.

Salesmen in print for July. KK76339. SEE Coca-Cola Company.

Salesmen in print for August. KK77423. SEE Coca-Cola Company.

Salesmen in print for September. KK77424. SEE Coca-Cola Company.

Salesmen in print for October. KK78872. SEE Coca-Cola Company.

Salesmen in print for November. KK79342. SEE Coca-Cola Company.

Scholarly Nicholas Udall affirmed: Mirth prolongeth life, and causeth health. KK77325. SEE Coca-Cola Company.

Serve Coca-Cola with profit at meal-time. KK76332. SEE Coca-Cola Company.

Speaking of profit, you never had it so good. KK77597. SEE Coca-Cola Company.

Supplementary newspaper advertisements for Coca-Cola. KK77428. SEE Coca-Cola Company.

Take it from me here's real quality, and the price hasn't changed either. KK78076. SEE Coca-Cola Company.

There's nothing like giving folks ... SEE Coca-Cola Company.

Thirst asks nothing more; drink Coca-Cola. KK78928. SEE Coca-Cola Company.

Thirst knows no season. SEE Coca-Cola Company.

Thirst, too, seeks quality. KK78871. SEE Coca-Cola Company.

Three easy ways to increase traffic and add-on sales. KK76333. SEE Coca-Cola Company.

To bring you purity. SEE Coca-Cola Company.

Try this popular favorite; arranged for your cash register. KK76338. SEE Coca-Cola Company.

What you want is a Coke. SEE Coca-Cola Company.

When a man's busy, why, leisure strikes him as a wonderful pleasure. KK77324. SEE Coca-Cola Company.

When it's quality you're after ... KK79338. SEE Coca-Cola Company.

When you want quality refreshment ... KK79339. SEE Coca-Cola Company.

Yes, the price of Coke is still the same, same quality, too. KK78069. SEE Coca-Cola Company.

You bet it's delicious. KK78873. SEE Coca-Cola Company.

You want purity in what you drink. KK77599. SEE Coca-Cola Company.

DASHEFF, WILLIAM.

Boy meets girl. KK76833. SEE Eskimo Pie Corporation.

Hey kids, look what you can get by saving Eskimo Pie bags. KK76832. SEE Eskimo Pie Corporation.

DAUBENSPECK, RICHARD W.

Lucky Star drawing tablet. KK75142. SEE Western Tablet and Stationery Corporation.

DAUPHINE, THONET G.

HET acid. KK77350. SEE Hooker Electrochemical Company.

DAVIDSON Baking Company, d.b.a.

Dexter Company. SEE Dexter Company.

DAVIS, H. L.

Hot item for hot weather. KK75595. SEE Dryco Corporation.

Prevents fabric discoloration. KK75596. SEE Dryco Corporation.

DAVIS, RICHARD L.

The Perlite torch. KK76860. SEE Perlite Institute.

DAVIS, ROD W. ©.

Business reply (coins) envelope (for fines resulting from parking violations): City of Brookhaven, Mississippi. Davis business reply. © 22Jul52; KK77163.

DAVIS SPECIALTIES, INC. ©.

Biggest fabric finishing news in 18 years. Nev-r-spot liner plate. Folder. Appl. author: D. A. Freeman. © 20Oct52; KK78237.

Presses need spares too. Davis fabric renewing press plates. (Dry cleaning equipment) Adv. from the firm's monthly expense booklet, cover. Appl. author: D. A. Freeman. © 28Apr52; KK75604.

World's finest pressing surface. Davis fabric renewing press plate. Don't let this happen to your customers. Sell them trouble-free Davis Uniflex Leak-Pruf hose. (Dry cleaning equipment) Adv. from the firm's monthly expense booklet, cover & p. 3 of cover. Appl. author: D. A. Freeman. © 23May52; KK75605.

DAWNELLE, INC. ©.

Again winner, Fashion Academy gold medal. Pink a blush of pleasure ... Dawnelle. (Gloves) Adv. from Harpers bazaar, Jan. 1951, p. 39. Appl. author: Harry E. Woods. © 29Dec50 (in notice: 1951); KK77820.

The exclusive Picardy stitch, all hand-sewn, adds a custom look to this classic shortie. Dawnelle. (Gloves) Adv. from Vogue, Nov. 1, 1950, p. 66. Appl. author: Harry E. Woods. © 17Oct50; KK78082.

DAWSON'S BREWERY, INC. ©.

Dawson's is calorie controlled. (Beer and ale) Adv. from Boston post, Aug. 12, 1952, p. 15. Appl. author: Oscar Bresnick. © 12Aug52; KK76131.

DAY-BRITE LIGHTING, INC. ©.

All-white parabolic troffers. Day-Brite. (Fluorescent lighting fixtures) Sheet. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 12Sep52; KK78359.

CFI Day-Line open end for three 40-watt fluorescent lamps. Sheet 2, section 30, Day-Brite catalogue. (Fluorescent lighting fixtures) Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 21Jul52; KK75665.

CFI Day-Line open end for three 75-watt slimline lamps. Sheet 8, section 30, Day-Brite catalogue. (Fluorescent lighting fixtures) Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 21Jul52; KK75668.

CFI Day-Line open end for two 40-watt fluorescent lamps. Sheet 1, section 30, Day-Brite catalogue. (Fluorescent lighting fixtures) Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 21Jul52; KK75666.

CFI Day-Line open end for two 75-watt slimline lamps. Sheet 7, section 30, Day-Brite catalogue. (Fluorescent lighting fixtures) Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 21Jul52; KK75667.

Day-Brite Luvox-4 Slimline. Sheet 16, section 10, Day-Brite catalog. (Fluorescent lighting fixtures) Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 26Sep52; KK78195.

Day-Brite one-row 75-watt slimline strip. Sheet 4, section 40, Day-Brite catalog. (Fluorescent lighting fixtures) Appl. author: Day-Brite Lighting, inc., employer for hire of L. R. Rozier. © 12Sep52; KK78811.

Day-Brite recessed nite lights. Sheet 7, section 50, Day-Brite catalog. (Fluorescent lighting fixtures) Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 26Sep52; KK78194.

Day-Brite two-row 75-watt slimline strip. Sheet 5, section 40, Day-Brite catalog. (Fluorescent lighting fixtures) Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 12Sep52; KK78812.

One-row 85-watt fluorescent strip. Day-Brite. (Fluorescent lighting fixtures) Sheet. Appl. author: Day-Brite Lighting, inc., employer for hire of L. J. Rozier. © 12Sep52; KK78358.

DAYTON RUBBER COMPANY.

Dayton Cog-belts bend better, are better. (V-belts) Adv. from Mill & factory, Mar. 1952, p. 50-51. © The Dayton Rubber Co.; 1Mar52; KK76121.

The Dayton twins cut V-belt costs. I'm Thorobred, for typical drives ... I'm Cog, for tough drives ... Adv. from Industry and power, Apr. 1952, p. 102. © The Dayton Rubber Co.; 1Apr52; KK76124.

DAYTON RUBBER COMPANY. Cont'd.

The Dayton twins will cut your V-belt costs. I'm Thorobred. I'm Cog. Adv. from Mill & factory, Apr. 1952, p. 234-235. © The Dayton Rubber Co.; 1Apr52; KK76420.

The Dayton V-belt line is tops. Dayton Thorobred; Dayton Cog-belt. Adv. from Industrial distribution, June 1952, p. 227. © The Dayton Rubber Co.; 28May52; KK76418.

Drafting tools that draw a pretty production picture. The new, improved Dayco Cot. The Dayco long draft apron. Adv. from Textile industries, May 1952, p. 76-77. © The Dayton Rubber Co.; 1May52; KK76427.

First choice, and no wonder. The Dayco Cot's super fiber repellence ... (Roll covering) Adv. from Textile industries, Apr. 1952, p. 102. © The Dayton Rubber Co.; 1Apr52; KK76413.

Here's a peach of a picker. Dayton Super picker. (Loop picker for textile mills) Adv. from Textile industries, June 1952, p. 86. © The Dayton Rubber Co.; 1Jun52; KK76422.

Here's the inside story of Dayton V-belts' great endurance. I'm Thorobred. I'm Cog. Adv. from Mill & factory, May 1952, p. 256-257. © The Dayton Rubber Co.; 1May52; KK76423.

Here's the inside story of why Dayton V-belts set new performance records. Adv. from Mill & factory, June 1952, p. 224-225. © The Dayton Rubber Co.; 1Jun52; KK76412.

Here's the inside story of why Dayton V-belts set new performance records. I'm Thorobred. I'm Cog. Adv. from Machine design, June 1952, p. 68-69. © The Dayton Rubber Co.; 7Jun52; KK76419.

Koolfoam is a fabulous pillow; it's so cool, so comfortable, says Barbara Stanwyck. Adv. from Life, June 30, 1952, p. 53. © The Dayton Rubber Co.; 27Jun52; KK76416.

Meet a real team of star performers. Pick the Dayco lithographic roller and blanket for all-star performance. Adv. from the National lithographer, May 1952, p. 5. © The Dayton Rubber Co.; 10May52; KK76426.

No knuckle-busting with Dayton Dayflex hose. (Radiator hose) Adv. from Motor, Mar. 1952, p. 225. Appl. author: The Dayton daily news. © The Dayton Rubber Co.; 1Mar52; KK76415.

See the inside story of why Dayton V-belts last for years. Adv. from Industry and power, June 1952, p. 59. © The Dayton Rubber Co.; 1Jun52; KK76425.

You'll love a Dayton Koolfoam pillow. I know, I sleep on one, says lovely Celeste Holm. Adv. from Life, May 26, 1952, p. 117. © The Dayton Rubber Co.; 23May52; KK76417.

Your shop makes more money when you stock Dayton automotive belts. (Fan belts) Adv. from Motor, June 1952, p. 28. © The Dayton Rubber Co.; 1Jun52; KK76414.

D-CON COMPANY, INC.

D-Con exclusive blend LX3-2-1. Destroy rats and mice. Net weight one pound. (Rodenticide) Label. Appl. author: Gerald H. Rissman. © The d-Con Co., inc.; 2Jan51; KK78178.

D-Con mouse-prufe; efficient, clean ready to use. Contents: 4 ounces. Label. Appl. author: Gerald H. Rissman. © The d-Con Co., inc.; 25Feb51; KK79278.

D-Con warfarin concentrate with LX3-2-1. Destroy rats and mice. Net wt. 8 oz. (Rodenticide) Label. Appl. author: Gerald H. Rissman. © The d-Con Co., inc.; 2Jan51; KK78177.

Large economy size destroy rats and mice. d-Con ready mixed exclusive blend LX3-2-1. Net weight: 5 pounds. Label. Appl. author: Gerald H. Rissman. © The d-Con Co., inc.; 2Jan51; KK79279.

DEARBORN MOTORS CORPORATION ©.

Greatest exclusive feature on any tractor, and one reason why sales of Ford-built tractors now total over 2 million. Adv. from Country gentleman, Nov. 1952, p. 16. Appl. author: Meldrum & Fewsmith, inc. © 29Oct52; KK79468.

Heavy duty rear end crane, model 19-52. Assembly and operating instructions. Dearborn farm equipment. Folder. Appl. author: Employees of Dearborn Motors Corp. © 15Sep52; KK77498.

Here's how to boost your sales and profits, servicing Ford tractor oil filters. Dearborn farm equipment. Sheet. © 30Jul52; KK77203.

How to use your new cooling system cleanser and rust inhibitor display. (Farm implements) Sheet. © 15Aug52; KK79437.

How you can pep up ailing acres with Ford tractor power. Dearborn farm equipment. Adv. from Country gentleman, Sept. 1952, p. 72-73. Appl. author: Meldrum & Fewsmith, inc. © 27Aug52; KK77829.

Lift type Taylor disc tiller. Dearborn farm equipment. Sheet. © 25Jul52; KK77202.

New product announcement. Dearborn check row corn planter. (Farm implements) Folder. Appl. author: Employees of Dearborn Motors Corp. © 15Sep52; KK77497.

New product announcement. Dearborn corn drill & hill drop planters. (Farm implements) Folder. Appl. author: Employees of Dearborn Motors Corp. © 15Sep52; KK77495.

New product announcement. Dearborn hay baler. (Farm implements) Folder. Appl. author: Employees of Dearborn Motors Corp. © 15Sep52; KK77496.

New product announcement. Dearborn industrial loader attachments. (Farm equipment) Folder. Appl. author: Employees of Dearborn Motors Corp. © 15Sep52; KK77494.

New product announcement. Dearborn lift-type fold-over disc harrow. Sheet. Appl. author: Employees of Dearborn Motors Corp. © 24Oct52; KK79498.

New product announcement. Dearborn peanut digger and windrower. Dearborn farm equipment. Sheet. Appl. author: Employees of Dearborn Motors Corp. © 26Jun52; KK76452.

DECKER, ROBERT C.

Limpiaadores y ensanchadores de tubo Marca Wilson. KK78681. SEE Wilson (Thomas C.) inc.

DEEFPREEZE Appliance Division, Motor Products Corporation. SEE Motor Products Corporation. Deepfreeze Appliance Division.

DEERING, MILLIKEN AND COMPANY, INC. ©. All-weather comfort comes your way, when you say: make mine Milium. (Metal-insulated lining for garments) Adv. from Good house-keeping, July 1952, p. 169. © 20Jun52; KK80641.

Another Milium success story. (Metal-insulated lining for garments) Adv. from Women's wear daily, July 2, 1952, p. 11. © 2Jul52; KK77879.

Another outstanding Transeason fashion because of Milium metal-insulated lining. Petti Puff an exclusive fabric by Stroock. Adv. from Women's wear daily, Dec. 2, 1952, p. 5. © 2Dec52; KK80547.

Betty Jean announces fifty, count 'em, 50 new fall styles with Milium. (Metal-insulated lining for garments) Adv. from Women's wear daily, Aug. 14, 1952, p. 9. © 14Aug52; KK77884.

But Roger, I said we could leave as soon as I see the Sno Fo line for '52, with Milium. (Metal-insulated lining for garments) Adv. from Daily news record, Apr. 14, 1952, p. 21. © 14Apr52; KK74931.

Cain-Sloan Co. sells Milium metal-insulated lining. (Metal-insulated lining for garments) Adv. from Women's wear daily, Mar. 4, 1952, p. 21. © 4Mar52; KK75851.

Children's wear success story; Lord & Taylor sells Milium metal-insulated lining. Adv. from Daily news record, Nov. 11, 1952, p. 15. © 11Nov52; KK80549.

A coat to keep you warmer or cooler as the case may be. Milium metal-insulated lining. Adv. from Harper's bazaar, Aug. 1952, p. 67. © 1Aug52; KK80538.

Every garment lined with Milium metal-insulated lining. Adv. from Daily news record, June 30, 1952, p. 11. © 30Jun52; KK77746.

Everybody's saying, make mine Milium. (Metal insulated lining for garments) Adv. from Elmira Sunday telegram, Mar. 16, 1952, p. 10. © 16Mar52; KK76259.

Fashion bulletin: Here's a new alpaca-style fabric in big-volume pastels and white. Milium. (Metal-insulated lining for garments) Adv. from Women's wear daily, Aug. 19, 1952, p. 7. © 19Aug52; KK77885.

Flight forecast: warmth unlimited by weight. You take off in warmth, and leave weight behind ... thanks to its revolutionary Milium metal-insulated lining. Adv. from Esquire, Sept. 1952, p. 98. © 30Jul52; KK79973.

For a longer spring selling season, feature the coats with a longer wearing season. Milium metal-insulated lining. Adv. from Women's wear daily, Feb. 20, 1952, p. 25. © 20Feb52; KK75847.

Give yourself a sales lift, with Milium metal-insulated lining ... (Metal-insulated lining for garments) Adv. from Women's wear daily, June 9, 1952, p. 23. © 9Jun52; KK75700.

The Halle Bros. Co. sells Milium metal-insulated lining. (Garments) Adv. from Women's wear daily, Apr. 15, 1952, p. 13. © 15Apr52; KK75356.

How to be well-suited, hot or cold. The Moderator. Milium metal-insulated lining. Adv. from Mademoiselle, July 1952, p. 24. © 27Jun52; KK79979.

- How to go 'round in all-weather comfort. It's revolutionary. The feather-light insulation of Milium metal-insulated lining ... Adv. from Seventeen, Sept. 1952, p. 51. © 29Aug52; KK79972.
- In Canada Simpson's sells Milium metal-insulated lining. Adv. from Women's wear daily, Oct. 28, 1952, p. 9. © 28Oct52; KK80548.
- In Philadelphia John Wanamaker sells Milium metal-insulated lining. Adv. from Women's wear daily, Oct. 23, 1952, p. 7. © 23Oct52; KK80542.
- In Washington Woodward & Lothrop sells Milium metal-insulated lining. Adv. from Women's wear daily, Nov. 6, 1952, p. 5. © 6Nov52; KK80546.
- The inside sales story on new fall fashions by Baitch & Castaldi. Milium. (Metal-insulated lining for garments) Adv. from Women's wear daily, Aug. 5, 1952, p. 8. © 5Aug52; KK77880.
- The inside sales story on Stroock coats by Rosewin. Milium. (Metal-insulated lining for garments) Adv. from Women's wear daily, Aug. 7, 1952, p. 7. © 7Aug52; KK77881.
- The inside story on Dry Manhattan coats by Trencher. Milium metal-insulated lining. Adv. from Women's wear daily, June 23, 1952, p. 7. © 23Jun52; KK77747.
- The inside story on Rosewin coats. Milium. (Metal-insulated lining for garments) Adv. from Women's wear daily, June 26, 1952, p. 7. © 26Jun52; KK77878.
- The inside story on Silberstein Moderater suits. Milium metal-insulated lining. Adv. from Women's wear daily, June 19, 1952, p. 7. © 19Jun52; KK77746.
- Just think, Muriel, I may get a chance tonight to see the Sno Fo line for '52, with Milium. (Metal-insulated lining for garments) Adv. from Women's wear daily, Apr. 28, 1952, p. 17. © 28Apr52; KK75283.
- Lightweight warmth gives sales a lift. Milium metal-insulated lining. Adv. from Daily news record, July 7, 1952, p. 10. © 7Jul52; KK77749.
- Like being wrapped in a cloud, Kashmir coats with Milium miracle-of-a-lining. (Coat lining) Adv. from Women's wear daily, Apr. 8, 1952, p. 9. © 8Apr52; KK76723.
- Look for the silver lining. Order form for free Milium sales aids. Milium, metal-insulated lining. Folder. © 17Apr52; KK74994.
- Lord & Taylor in N. Y. took a full page ad ... to promote Milium-lined jackets by Spatz. None too young or too old for the comfort of a Milium-lined jacket. Adv. from the Boys' outfitter, Nov. 1952, p. 81. © 17Nov52; KK80640.
- Mabley and Carew sells Milium metal-insulated lining. (Metal-insulated lining for garments) Adv. from Women's wear daily, Mar. 27, 1952, p. 7. © 27Mar52; KK75845.
- Mademoiselle says: A promise is a promise ... Apparel with Milium lining promises you repeat sales again this year. (Metal-insulated lining for garments) Adv. from Women's wear daily, May 29, 1952, p. 7. © 29May52; KK75696.
- May Co. sells Milium metal-insulated lining. (Metal-insulated lining for garments) Adv. from Women's wear daily, Mar. 10, 1952, p. 9. © 10Mar52; KK75852.
- Memo from Milium. Milium lined apparel is nationally advertised ... (Metal-insulated lining for garments) Adv. from Daily news record, Apr. 25, 1952, p. 7. © 25Apr52; KK75285.
- Memo from Milium. Milium metal-insulated lining in a garment lightens the burden of the wearer by adding bulk-free comfort ... Adv. from Women's wear daily, June 3, 1952, p. 13. © 3Jun52; KK75702.
- Memo from Milium. Vogue says, a dividend, the insulation of a Milium lining, warm in winter, cool in summer ... (Metal-insulated lining for garments) Adv. from Women's wear daily, Apr. 3, 1952, p. 8. © 3Apr52; KK75853.
- Milium linings extend the cotton season. (Metal-insulated lining for garments) Adv. from Women's wear daily, Apr. 1, 1952, p. 7. © 1Apr52; KK75355.
- The Milium mailbox. (Metal-insulated lining for garments) Adv. from Women's wear daily, Apr. 17, 1952, p. 7. © 17Apr52; KK77094.
- Milium makes light of old-fashioned selling seasons. (Metal-insulated lining for garments) Adv. from Women's wear daily, Mar. 20, 1952, p. 5. © 20Mar52; KK75849.
- Milium means millions to the boys' wear industry. (Metal-insulated lining for garments) Adv. from the Boys' outfitter, Nov. 1952, p. 78-79. © 17Nov52; KK80642.
- Milium metal-insulated lining makes time work overtime for you. (Metal-insulated lining for garments) Adv. from Women's wear daily, June 10, 1952, p. 65. © 10Jun52; KK75699, KK77875.
- Milium metal-insulated lining, the feather-light lining that keeps you warmer in cold weather, cooler under the sun ... (Metal-insulated lining for garments) Adv. from Women's wear daily, June 11, 1952, p. 41. © 11Jun52; KK75698.
- Milium metal-insulated lining week at Quackenbush's paid off in record sales. Adv. from Women's wear daily, Nov. 14, 1952, p. 3. © 14Nov52; KK80543.
- Miller and Rhoads sell Milium metal-insulated lining. (Metal-insulated lining for garments) Adv. from Women's wear daily, Mar. 18, 1952, p. 13. © 18Mar52; KK75846.
- Millions are saying, make mine Milium. (Metal-insulated lining for garments) Adv. from Women's wear daily, Mar. 13, 1952, p. 5. © 13Mar52; KK75848.
- Millions of customers are buying by a new rule-of-thumb. Milium. (Metal-insulated lining for garments) Adv. from Women's wear daily, Aug. 21, 1952, p. 11. © 21Aug52; KK77886.
- Modern armor against the elements, weight 1 ounce. Milium metal-insulated lining. Adv. from Glamour, Oct. 1952, p. 38. © 19Sep52; KK80537.
- Mom loves the economy, I love the comfort so, Milium lining pleases us both. Adv. from Parents, Aug. 1952, p. 107. © 25Jul52; KK79975.
- Multiply by 10,000. Next time you buy, specify Milium. (Metal-insulated lining for garments) Adv. from Women's wear daily, June 5, 1952, p. 7. © 5Jun52; KK75701.
- New way to measure salability in apparel. Milium metal-insulated lining. (Garments) Adv. from Daily news record, May 7, 1952, p. 11. © 7May52; KK75284.
- Now, a new and revolutionary line of luxury jackets. Milium. (Metal-insulated lining for garments) Adv. from Daily news record, June 9, 1952, p. 12. © 9Jun52; KK75697.
- Now, fine furs made finer with Milium lining. (Metal-insulated lining for garments) Adv. from Women's wear daily, Apr. 23, 1952, p. 7. © 23Apr52; KK75286.
- Now Milium metal-insulated lining makes possible a new trend. Adv. from Women's wear daily, Oct. 16, 1952, pp. 7-8. © 16Oct52; KK80544.
- Oakdale sews Milium lining into best-selling coat fashions in Chatham fleece for girls. (Metal-insulated lining for garments) Adv. from Women's wear daily, June 18, 1952, p. 33. © 18Jun52; KK77877.
- One coat you can wear two ways always. It's the Milium lining that makes it possible. Adv. from Mademoiselle, Oct. 1952, p. 43. © 26Sep52; KK79976.
- Over 12,000,000 readers saw the Collier's full-page 4-color editorial on Milium metal-insulated lining. Adv. from Daily news record, Nov. 18, 1952, p. 7. © 18Nov52; KK80545.
- Presto, it's a flowing box coat, chango, it's a waist-hugging fitted coat. Milium. (Metal-insulated lining for garments) Adv. from Women's wear daily, Aug. 12, 1952, p. 13. © 12Aug52; KK77883.
- Report by Good Housekeeping textile laboratory rates Milium lined coat tops for practical wear. (Metal-insulated lining for garments) Adv. from Women's wear daily, Apr. 9, 1952, p. 11. © 9Apr52; KK75850.
- She shall have comfort wherever she goes. Milium metal-insulated lining. Adv. from Glamour, Apr. 1952, p. 69. © 21Mar52; KK76861.
- Take a leaf from our book. Please remember that Milium is the registered trade-mark of Deering, Milliken & Co., inc. (Metal-insulated lining for garments) Adv. from the Daily news record, June 23, 1952, p. 12. © 23Jun52; KK79438.
- Thick fabrics top sellers, so Milium metal-insulated lining means more than ever. (Metal-insulated lining for garments) Adv. from Women's wear daily, June 16, 1952, p. 30. © 16Jun52; KK77876.
- Warmth comes up when the temperature falls in a coat with Milium lining. Adv. from Charm, Sept. 1952, p. 60. © 22Aug52; KK79977.
- We're proud that Milium linings by Carvin have been selected as the extra-warmth ... for the new Sno Fo line for '52. (Metal-insulated lining) Adv. from Women's wear daily, Apr. 21, 1952, p. 15. © 21Apr52; KK75917.
- What self-starters did for auto sales Milium lining can do for yours. (Metal-insulated lining for garments) Adv. from Daily news record, Aug. 11, 1952, p. 13. © 11Aug52; KK77882.
- What talkies did for the movie business, Milium lining can do for yours. (Metal-insulated lining for garments) Adv. from Daily news record, Aug. 18, 1952, p. 12. © 18Aug52; KK77745.
- You can bank on a coat with Milium lining, for new lightweight warmth. Milium metal-insulated lining. Adv. from Harper's bazaar, Sept. 1952, p. 146. © 29Aug52; KK80536.

DEERING, MILLIKEN AND COMPANY' INC. ©
Cont'd.

You go light in style in a coat with
Miliun lining. Adv. from Mademoi-
selle, Aug. 1952, p. 227.
© 30Jul52; KK79978.

You've warmth to gain and weight to
lose. Goal of every gal this fall
... Miliun metal-insulated lining.
Adv. from Charm, Aug. 1952, p. 36.
© 23Jul52; KK79974.

DEHN AND COMPANY, INC. ©

Honey Boy salmon; net contents one
pound. Label. Appl. author:
Othello Michetti. © 24Jul52;
KK76197.

DE LAVAL STEAM TURBINE COMPANY ©

CP & CPO process pumps. De Laval.
Bull. 1125-A. Folder. Appl. au-
thor: Jess H. Cloud. © 15Nov52;
KK80322.

IMO pumps. De Laval. Catalog LG-A.
Folder. Appl. author: Jess H.
Cloud. © 15Oct52; KK80321.

Single stage, single and double
suction centrifugal pumps. De
Laval. Bull. 1002. Folder.
Appl. author: Jess H. Cloud.
© 23Oct52; KK80320.

DELL PUBLISHING COMPANY, INC. ©

Mothers can relax, too when children
read Dell comics. When your child
buys a Dell comic book ... Adv.
from the Saturday evening post, Nov.
1, 1952, p. 113. Appl. author:
Robert W. Orr & Associates, inc.
© 29Oct52; KK79144.

DELSON CANDY COMPANY ©

Merril Fruits. Delson. Half pound net.
(Candy) Label. Appl. author:
Kenneth B. Walsh. © 15Sep52;
KK78313.

DELTA AIR LINES, INC. ©

Make reservations here for Delta's
Millionaire Dream vacation in
Miami Beach. Delta Air Lines.
(Air travel) Poster. Appl. au-
thor: Burke Dowling Adams.
© 1Aug52; KK80209.

DEMATTEIS, TOM.

Old York Village proudly presents the
Hearth Rancher, 2, 3 & 4 bed room,
ultra-modern home ... KK78317.
SEE Kaletay, Joseph.

DENEEN INDUSTRIES.

Presto Fix. Plastic fixative. Label.
Appl. author: Al Getz. © Arthur
L. Levy, d.b.a. Deneen Industries;
15May52; KK75023.

Presto Shine. No rubbing plastic
shoe shine. Net 11 oz. Label.
Appl. author: Al Getz. © Arthur
L. Levy, d.b.a. Deneen Industries;
15May52; KK75022.

DENOMINATOR COMPANY, INC.

Count Tally says: If PSA has got you
down ... (Cartoon illus. Counting
machines) Adv. from American busi-
ness, Aug. 1952, p. 34. Appl. au-
thor: Raymond C. Morse. © The
Denominator Co., inc.; 1Aug52;
KK77390.

DEPREE COMPANY.

Do they whisper about you? Nullo,
the nation's first chlorophyll
deodorant tablet. Adv. Appl.
author: Dancer-Fitzgerald-Sample,
inc. © The DePree Co.; 15Sep52;
KK77281.

First in value, in effectiveness.

Nullo. (Deodorant tablet) Sheet.
Appl. author: Dancer-Fitzgerald-
Sample, inc. © The De Pree Co.;
17Jul52; KK75802.

New improved Nullo. (Deodorant
tablet) Adv. Appl. author:
Dancer-Fitzgerald-Sample, inc.
© The De Pree Co.; 25May52;
KK75350.

Now your customers get Nullo ...
free when they buy \$1.25 size.
(Deodorant tablets) Sheet.
Appl. author: Dancer-Fitzgerald-
Sample, inc. © The De Pree Co.;
19Sep52; KK77488.

Nullo new pill kills body odors.
(Deodorant tablet) Adv. Appl.
author: Dancer-Fitzgerald-Sample,
inc. © The De Pree Co.; 1Apr52;
KK80118.

DERCOLA, John, Elvina T. Eckmark, &
Svea Scholund, d.b.a. Svea-Greenwood
Co. SEE Svea-Greenwood Company.

DE ST. MAURICE, EDWARD.

World's finest dessert. KK80447.
SEE Jo-Jan Cheesecake Company.

DESIGNED PRODUCTS, INC. ©

Wipe-off plastic covered color cards.
Complete with 8 crayons, 8 sets
available. Label. © 10Jun52;
KK76271.

DE-SULFO BATTERY REJUVENATOR COMPANY.

De-Sulfo battery rejuvenator. Label.
© Burnie A. Stamp & Jessie M.
Stamp, d.b.a. De-Sulfo Battery
Rejuvenator Co.; 15Jun52; KK77559.

De-Sulfo super shot battery reju-
venator. Poster. © Burnie A.
Stamp & Jessie M. Stamp, d.b.a.
De-Sulfo Battery Rejuvenator Co.;
15Jun52; KK77560.

DETREX CORPORATION ©

Alkaline and emulsion cleaners.
Detrex. Folder. Appl. author:
George W. Walter. © 1Aug52;
KK77356.

Cold form steel with amazing new ease.
Detrex extrudite process. (Process
for phosphate coating) 7 p. Appl.
author: George W. Walter. © 1Aug52;
KK77358.

For paint finishes that are on to
stay, Detrex phosphate coatings.
7 p. Appl. author: George W.
Walter. © 1Aug52; KK77357.

DETROIT STEEL CORPORATION ©

It can matter to you whether the
cold rolled steel you buy is
sheet, strip or Sh-Rip. Adv.
from Detroit purchaser, Sept.
1952, p. 5. Appl. author:
Simons-Michelson Co. © 10Sep52;
KK77778.

Sh-Rip, a brand new name in steel.
Adv. from Detroit purchaser, Aug.
1952, p. 24. Appl. author: Simons-
Michelson Co. © 10Aug52; KK76826.

Steel Strip for relief of variation
headaches. We do not say that
cold rolled Steel Strip is a pro-
duction cure-all. (Steel) Adv.
from Detroit purchaser, Nov. 1952,
p. 23. Appl. author: Simons-
Michelson Co. © 10Nov52; KK79623.

What you get besides width in
Reliance steel strip uniformity.
Adv. from Detroit purchaser, July
1952, p. 25. Appl. author:
Simons-Michelson Co. © 10Jul52;
KK75822.

When you buy cold rolled strip, what
do you get besides width? (Steel)
Adv. from Detroit purchaser, June
1952, p. 25. Appl. author: Simons-
Michelson Co. © 10Jun52; KK74981.

When you need cold rolled steel un-
der 24" wide, and especially 12"
and narrower you'll save by buying
strip. Adv. from Detroit purchaser,
Oct. 1952, p. 8. Appl. author:
Simons-Michelson Co. © 10Oct52;
KK79034.

DETUNCO, Edward and Milton H. Gosewehr,
sole owners of Lust'r Kleen Corp.
SEE Lust'r Kleen Corporation.

DEWEES, C. CLIFFORD.

Now genuine Ripons for the entire
family. KK80249. SEE Ripon
Knitting Works.

DEWEY AND ALMY CHEMICAL COMPANY ©

Best looking best keeping. (Best
keeping turkey) Cryovac packag-
ing. Adv. © 27Jun52; KK79966.

Cryovac smoked butts sell faster,
as a self-service item. (Plastic
bags) Adv. © 30Apr52; KK79961.

Get into fresh cut-up poultry with
Cryovac packaging. Adv. © 27Jun52;
KK79964.

No freezer burn here. Cryovac pack-
aging guards the flavor of frozen
foods and stops freezer burn, too.
Adv. © 11Jul52; KK79962.

Stop shrinkage in smoked shoulders
with Cryovac packaging. Adv.
© 30Apr52; KK79965.

Which half has the most buy appeal.
Here's why Cryovac packaging can
increase your sales. Adv.
© 11Jul52; KK79967.

You can see the difference frozen
turkey keeps better with Cryovac
packaging. Adv. © 11Jul52;
KK79963.

DRAKE STEEL SUPPLY COMPANY ©

Stock list and reference book.
© 1952-1953. (Steel, tubing, wire)
174 p. © 1Apr52; KK78802.

DEWHIRST, CORA GRACE ©

How to play Dot-A-Note games. Sheet.
© 17Nov52; KK80446.

DEXTER COMPANY.

Davidson's Stars for those who care.
Net wt. 1 lb. (Bread) Label.
© Davidson Baking Co., d.b.a.
Dexter Co.; 17Apr50; KK75300.

DEXTER-MAHNKE, INC. ©

To my brave; to my squaw. (Figu-
rines) Label. Appl. authors:
Edward E. Johnson & Edward E.
Mecus. © 29May51; KK75404.

DIAMOND MATCH COMPANY.

Diamond soft-strong towels. Towels
11 x 7 1/2 inches. (Paper towels)
Label. © The Diamond Match Co.;
16Oct52; KK78777.

DICKENS, ROBERT SIDNEY.

Blatz Milwaukee dark brew. KK79914.
SEE Blatz Brewing Company.

DICKIE, RUTH STRATHEARN.

Bland low residue diet. KK75011.
SEE Sanna Dairies, inc.

Diet during pregnancy. KK75013.
SEE Sanna Dairies, inc.

Diet for nursing mothers. KK75014.
SEE Sanna Dairies, inc.

High mineral, high vitamin, high
caloric diet. KK75006. SEE
Sanna Dairies, inc.

High protein diet. KK75010. SEE
Sanna Dairies, inc.

Low calorie diet. KK75009. SEE
Sanna Dairies, inc.

Low cholesterol diet. KK75008. SEE
Sanna Dairies, inc.

Low cost adequate diet. KK75012.
SEE Sanna Dairies, inc.

Low fat diet. KK75007. SEE Sanna Dairies, inc.

Low sodium diet. KK75015. SEE Sanna Dairies, inc.

DICKSON (SALLY) ASSOCIATES.

Stay on your toes with the daily-bath-plus-deodorant habit.
KK77485. SEE Bristol-Myers Company.

They all have a job to do. KK77486.
SEE Bristol-Myers Company.

DINUOSGIO, PHILIP NICHOLAS.

4 flaked beef pattied steaks.
KK78388. SEE Grand Duchess Steaks, inc.

DISNEY (WALT) PRODUCTIONS ©.

11 playtime statuettes from Walt Disney's Peter Pan. Label.
© 4Sep52; KK77781.

Robin Hood. (Book) Label. (2137)
© 9Sep52; KK77779.

Walt Disney's Peter Pan picture puzzles. Label. © 4Sep52;
KK77782.

Walt Disney's Peter Pan sewing cards. Label. © 12Aug52; KK77780.

DIXON, HAROLD C.

Design freedom with the modern miracle wood, Douglas fir plywood, America's busiest building and industrial material. KK78307. SEE Douglas Fir Plywood Association.

1953 catalog. KK79188. SEE Douglas Fir Plywood Association.

DOBECKMUN COMPANY.

Midwest Vista-Pak lemon cookies.
KK78891. SEE Midwest Biscuit Company.

Midwest Vista-Pak oatmeal raisin.
KK78946. SEE Midwest Biscuit Company.

Midwest Vista-Pak sandwich cremes.
KK76843. SEE Midwest Biscuit Company, inc.

Midwest Vista-Pak sugar cookies.
KK78945. SEE Midwest Biscuit Company.

DR. PEPPER COMPANY ©.

Last chance to win royalties from 44 Texas oil wells. Easy Dr. Pepper jingle contest closes July 31. (Soft drink) Adv. from the Houston chronicle, July 13, 1952, comic section. Appl. author: Ruthrauff & Ryan, inc. © 13Jul52; KK75510.

A lift for life at school, at play. No other drink picks you up like Dr. Pepper. It's part of the fun going to school ... Adv. from the American-statesman, Austin, Tex., Sept. 14, 1952, comic sec. Appl. author: Ruthrauff & Ryan, inc. © 14Sep52; KK79840.

A lift for life. No other drink picks up your picnic like Dr. Pepper. (Soft drink) Adv. from the American-statesman, Austin, Tex., June 29, 1952. Appl. author: Ruthrauff & Ryan, inc. © 29Jun52; KK77257.

A lift, for life. No other drink picks up your picnic like Dr. Pepper. (Soft drink) Adv. from the Fort Worth press, Fort Worth, Tex., Aug. 27, 1952, p. 16. Appl. author: Ruthrauff & Ryan, inc. © 27Aug52; KK78653.

A lift, for life. No other drink picks you up like Dr. Pepper. (Soft drink) Adv. from the Houston post, Houston, Tex., Aug. 17, 1952, comic section. Appl. author: Ruthrauff & Ryan, inc. © 17Aug52; KK78652.

A lift, for life. No other drink picks you up like Dr. Pepper. (Soft drink) Adv. from the Houston post, Houston, Tex., July 27, 1952, comic section. Appl. author: Ruthrauff & Ryan, inc. © 27Jul52; KK78651.

Win royalties from 44 Texas oil wells. First prize in easy Dr. Pepper jingle contest. (Soft drink) Adv. from Shreveport Journal, Shreveport, La., June 5, 1952, p. 3. Appl. author: Ruthrauff & Ryan, inc. © 5Jun52; KK75511.

DODGE CORK COMPANY, INC. ©.

Industrial cork products. Dodge. Folder. Appl. author: Foltz-Wessinger, inc. © 15Aug52; KK78106.

Vinyl-cork tile, the new flooring that combines the best features of both vinyl and cork. Dodge. Pamphlet. Appl. author: Foltz-Wessinger, inc. © 17Sep52; KK78107.

You're walking on air; Dodge Vinyl-Cork tile. Folder. Appl. author: Foltz-Wessinger, inc. © 13Oct52; KK80155.

DOEHLA (HARRY) COMPANY.

Free, orchid pin if you love greeting cards ... make good money in spare time ... Adv. from Sunday news, New York, July 20, 1952, p. 8. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 20Jul52; KK79428.

Here's how to get \$50.00 or more fast. Let us send you America's 4 most popular greeting card assortments. Adv. from Sunday news, New York, Aug. 17, 1952, p. 10. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 17Aug52; KK79430.

It's a shame for you not to make good money when these folks do it so easily. (Greeting cards ...) Adv. from Sunday mirror, New York; Sept. 14, 1952, p. 13. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 14Sep52; KK79432.

Let us send you this lovely greeting card sampler. Many folks use it ... Adv. from Sunday news, New York, Aug. 3, 1952, p. 11. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 3Aug52; KK79429.

New cards going over big, folks find them an easy way to end money worries. (Greeting cards ...) Adv. from Sunday mirror, New York, Sept. 21, 1952, p. 17. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 21Sep52; KK79433.

No wonder so many folks make good money in spare time ... (Greeting cards ...) Adv. from Sunday news, New York, Aug. 31, 1952, p. 9. © Harry Doehla Co. (Doehla Greeting Cards, inc.); 31Aug52; KK79431.

Now, greeting cards that actually do things. Adv. from Parade, Aug. 10, 1952, p. 4 of cover. © Harry Doehla (Doehla Greeting Cards, inc.); 10Aug52; KK79427.

DOHERTY, CLIFFORD AND SHENFIELD, INC.

Man, talk about fluid movement.
SEE Allen-A Company.

DOHO CHEMICAL CORPORATION ©.

Ear and sinus safety for your patient who files. Rhinalgan. (Medicinal) Folder. Appl. author: Harry Mendelson. © 5Oct52; KK78516.

Impacted cerumen and bathing otitis. Auralgan after 40 years, still the auralgesic and decongestant. (Pharmaceuticals) Folder. Appl. author: Harry Mendelson. © 8Jul52; KK75749.

In otomycosis. Proved effective against antibiotic resistant strains of organisms. O-tos-mo-san. (Medicinal) Folder. Appl. author: Harry Mendelson. © 1Sep52; KK78031.

Only once in a great while is a truly superior medication formulated. O-tos-mo-san. (Medicinal) Folder. Appl. author: Harry Mendelson. © 8Sep52; KK78030.

This is it in fungus external otitis and bacterial infections in the ear. O-tos-mo-san. (Medicinal) Folder. Appl. author: Harry Mendelson. © 18Jun52; KK75304.

DOLCIN CORPORATION ©.

Hurry. Dolcin deals expire July 16th. (Pharmaceutical) Adv. from Drug topics, June 16, 1952, p. 93. Appl. author: Victor van der Linde Co. © 16Jun52; KK75374.

New relief for arthritic pains. A scientifically-developed product, Dolcin tablets. (Pharmaceutical) Adv. from the Patriot, Harrisburg, Pa., Oct. 16, 1952, p. 16. Appl. author: Victor van der Linde Co. © 16Oct52; KK80359.

Rheumatic & arthritic pains. If you are suffering from pains ... Dolcin. (Pharmaceuticals) Adv. from the Evening news, Harrisburg, Pa., Oct. 21, 1952, p. 8. Appl. author: Victor van der Linde Co. © 21Oct52; KK80360.

Safe, tested medication works fast to stop arthritis, rheumatism pains. Dolcin. (Pharmaceutical) Adv. from Christian herald, Oct. 1952, p. 104. Appl. author: Victor van der Linde Co. © 1Oct52; KK78110.

Safe, tested medication works fast to stop arthritis, rheumatism pains. Dolcin. (Pharmaceutical) Adv. from Extension magazine, Oct. 1952, p. 36. Appl. author: Victor van der Linde Co. © 1Oct52; KK78356.

DOLE SALES COMPANY.

Dole Hawaiian frozen fresh pineapple chunks. Contents 14 oz. avoird. Label. Appl. author: John Shafer. © Hawaiian Pineapple Co., Ltd., d.b.a. Dole Sales Co.; 15Sep52; KK78923.

Dole unsweetened Hawaiian frozen concentrated pineapple juice. Contents 6 fluid oz. Label. Appl. author: John Shafer. © Hawaiian Pineapple Co., Ltd., d.b.a. Dole Sales Co.; 16Oct52; KK78924.

DONAHUE SALES CORPORATION ©.

Free designs for 14 smart gifts and fashion accessories. Talon zipper. Adv. from Forecast for home economists, Sept. 1952, p. 18-19. Appl. author: McCann-Erickson, inc. © 20Aug52; KK77549.

Right this minute, the biggest, most timely home sewing promotion ever. Now reaching millions upon millions of home-sewing women. Talon, the quality zipper. Adv. from Notion & novelty review, Sept. 4, 1952, p. 61. Appl. author: McCann-Erickson, inc. © 25Aug52; KK79611.

When the fireworks start, get set for the year's biggest sewing boom. Talon zipper. Adv. from

DONAHUE SALES CORPORATION ©. Cont'd.
Notion and novelty review, Aug.
1952, p. 74-75. Appl. author:
McCann-Erickson, inc. © 25Jul52;
KK77548.

DONEGAN, RUDY.
Zoo-M-Roo space game. KK77683.
SEE Northwestern Products Company.

DONNELLEY (LEE) COMPANY.
Cubic foot of building space.
KK74970. SEE Zurn (A. J.) Manu-
facturing Company.
Drop forging topics. SEE Forging
Association.

Engineered to permit high rates of
flow with remarkably low pressure
drop. KK75293. SEE Zurn (J. A.)
Manufacturing Company. Industrial
Division.

Get more of the full rated pressure
with engineered low pressure drop
strainers. KK77353. SEE Zurn
(J. A.) Manufacturing Company.
Industrial Division.

Glidden industrial review. KK77233.
SEE Glidden Company.

Sanymetal suspended ceiling systems.
KK79010. SEE Sanymetal Products
Company, inc. Suspended Ceilings
Division.

Sanymetal toilet compartments, shower
stalls, hospital cubicles. KK79345.
SEE Sanymetal Products Company, inc.

The Zurn way, the new way, to install
wall type fixtures yields time-cost
savings. KK78900. SEE Zurn (J. A.)
Manufacturing Company. Plumbing
Division.

DORR COMPANY.
Continuous processing ... The scope
of the Dorr technical service.
(Heavy processing equipment) 8 p.
Appl. author: Albert L. Morris.
© The Dorr Co.; 20Jun52; KK75077.
Dorr equipment and methods for mod-
ern water purification and sewage
and industrial waste treatment. An
outline of the major equipment
units ... and industrial sanitation
arranged in flowsheet order.
Folder. Appl. author: Albert L.
Morris. © The Dorr Co.; 16Oct52;
KK78911.

The Dorrco bar screen and the Dorrco
sulzer disintegrator. Bulletin no.
6400. 20 p. Appl. author: Albert
L. Morris. © The Dorr Co.;
19Nov52; KK79993.

DORSEY, Thomas U. and Everett R.
Nolen, d.b.a. Zing Manufacturing
Company. SEE Zing Manufacturing
Company.

DOTY, WILLIAM H.
An easy way to get up to \$72 worth
of household goods as a reward.
KK75657. SEE Signet Club Plan.

DOUGLAS, ESTHER A. ©.
Re-educate your hearing. (Auditory
training lessons) Folder. Appl.
author: Kelly, Nason, inc.
© 10Oct52; KK78016.

DOUGLAS FIR PLYWOOD ASSOCIATION ©.
Catalog of Douglas fir plywood farm
plans. 15 p. Appl. author:
Albert E. Powell. © 15Oct52;
KK79578.

Design freedom with the modern mir-
acle wood, Douglas fir plywood,
America's busiest building and in-
dustrial material. Folder. Appl.
author: Harold C. Dixon. © 25Aug51;
KK78307.

1953 catalog. Douglas fir plywood.
Pamphlet. Appl. author: Harold C.
Dixon. © 5Nov52; KK79188.

Plans and instructions for a Douglas
fir plywood coffee table. PlyCraft.
Folder. Appl. author: Mac L. Olds.
© 10Oct52; KK78306.

Plans and instructions for a Douglas
fir plywood end or bedside table.
PlyCraft. Folder. Appl. author:
Mac L. Olds. © 10Oct52; KK78305.

DOW, JOHN.
Build this budget garage yourself,
this week-end. KK75903. SEE
Crawford Door Company.

It's a beauty, it's a bargain.
KK75901. SEE Crawford Door
Company.

This week-end, build this garage
yourself. KK75902. SEE Crawford
Door Company.

DOWLING, JOHN BENJAMIN.
It's so easy to install Décor [door]
knobs. KK77388. SEE Yale and
Towne Manufacturing Company.

DOWNS, CHARLES S.
For your patients with Seborrheic
Dermatitis of the scalp. KK79133.
SEE Abbott Laboratories.

Great potency in tiny form; the thera-
peutic vitamin tablet with B12 and
synthetic A. KK80158. SEE Abbott
Laboratories.

Pride of the family. KK79134. SEE
Abbott Laboratories.

DOYLE DANE BERNBACH, INC.
Amazing bargain offer. KK78450. SEE
Ohrbach's, inc.

Celebrate with us, come to our
greatest bargain-party. KK78033.
SEE Ohrbach's, inc.

Designed for you in Paris at prices
designed for you by Ohrbach's.
KK77481. SEE Ohrbach's, inc.

Don't lose your head, use it.
KK80362. SEE Ohrbach's, inc.

Fine suitings are only half the
story. KK77493. SEE Robbins
Mills, inc.

If you are over or under 35, you need
Sniagrab. KK77250. SEE Ohrbach's,
inc.

In a dress it's the woman who counts
... Ohrbach's. SEE Ohrbach's, inc.

Liberal trade-in. KK78316. SEE
Ohrbach's, inc.

More camels prefer Ohrbach's shoppers
than any other kind. KK79545. SEE
Ohrbach's, inc.

A new slant in fabrics for industry
by Robbins. KK78645. SEE Robbins
Mills, inc.

Quality that will never melt away.
KK79507. SEE Robbins Mills, inc.

Ring up more sales with Robbins
fabrics. KK77728. SEE Robbins
Mills, inc.

Robbins comes up with a 4th orlon
blend. KK78032. SEE Robbins
Mills, inc.

Start now on your Christmas shopping.
KK80361. SEE Ohrbach's, inc.

They're lovely, they're engaged;
they use back-to-school clothes
from Ohrbach's. KK76809. SEE
Ohrbach's, inc.

The trend to sportswear is picking up
speed. KK78449. SEE Robbins Mills,
inc.

Watch the amazing Necchi without at-
tachments sew on buttons, embroi-
der ... KK76808. SEE Necchi Sew-
ing Machine Sales Corporation.

We're focusing more than 1,000,000
pairs of eyes on this tag. KK78187.
SEE Robbins Mills, inc.

Why forget value just because it's
Christmas ... KK80363. SEE
Ohrbach's, inc.

You don't have to give away your
right arm everytime you make a
sale. KK75081. SEE Necchi Sew-
ing Machine Sales Corporation.

Your dollar will go farther at
Ohrbach's. KK78841. SEE Ohrbach's,
inc.

DREHER (MONROE F.) INC.
Avon colognes are so refreshingly
fragrant. KK77988. SEE Avon
Cosmetics.

But on buttons we agree it's B. G. E.
Originales. KK77750. SEE Bailey,
Green and Elger, inc.

Button beauties in chalk white
B. G. E. Originales. KK77751.
SEE Bailey, Green and Elger, inc.

Button news from Paris. KK77752.
SEE Bailey, Green and Elger, inc.

Contrasting fall woollens by Forstmann
in new short coat and separates.
KK77724. SEE Forstmann Woolen Com-
pany.

Costume theme, Forstmann's bright
wool dress with black and white
tweed coat. KK77723. SEE Forst-
mann Woolen Company.

I love the quality of Avon. KK77986.
SEE Avon Cosmetics.

I love to choose cosmetics the Avon
way. KK77987. SEE Avon Cosmetics.

It's so easy to choose Avon cosmetics
just right for your needs. KK77989.
SEE Avon Cosmetics.

New fall shapes in B. G. E. Orig-
inales. KK77754. SEE Bailey,
Green and Elger, inc.

New imports from Europe. KK77753.
SEE Bailey, Green and Elger, inc.

DRESSSEL PRINT SHOP.
Telescopic emergency lights for all
emergency vehicles. KK78731. SEE
McDonald and Arneson, firm.

DREXEL FURNITURE COMPANY ©.
Perspective by Drexel. Promising you
new horizons in cordial living ...
(Furniture) Adv. from Today's
woman, May 1952, p. 54-55. Appl.
author: John Falkner Arndt & Co.,
inc. © 25Apr52; KK75963.

Value, variety, versatility, in
Alsace. (Furniture) Adv. from
House beautiful, Apr. 1952, p. 25.
Appl. author: John Falkner Arndt
& Co., inc. © 19Mar52; KK75494.

Value, variety, versatility in
Chatham Court. (Furniture) Adv.
from Today's woman, Apr. 1952, p.
24. Appl. author: John Falkner
Arndt & Co., inc. © 25Mar52;
KK75184.

Value, variety, versatility, in
Travis Court. (Furniture) Adv.
from Farm journal, Apr. 1952, p.
147. Appl. author: John Falkner
Arndt & Co., inc. © 15Mar52;
KK75183.

DREYFUS, M. E.
Steam plus Coravol equals protection
from corrosion. KK75883. SEE
Western Chemical Company.

DRILL COLLAR SERVICE COMPANY, INC. ©.
Drileo joint identifier to identify
your Drill stem connections.
(Combination rule & thread gauge)
Appl. author: Stanley C. Moore.
© 1Jul52; KK79132.

DRINKARD, BLANDING VAUGHAN.
The true confessions of an Alba Plena.
KK79153. SEE Harris, Clifford
Benjamin.

DRITZ (JOHN) AND SONS ©.
Dritz hats and bags to crochet of
Heathermist. Vol. 28. (Yarn)
6 p. Appl. author: Marie M. Muth.
© 11Aug52; KK78386.

Dritz Plasti-mend shower curtain
heading. Label. Appl. author:
Alfred Bernard Caring. © 10Oct52;
KK80019.

Dritz skirt marker. Label. Appl.
author: Alfred Bernard Caring.
© 10Oct51; KK78273.

Easy to attach; Dritz eyelets. La-
bel. Appl. author: Alfred Bernard
Caring. © 1Dec51; KK79423.

Scissor sharpener. Dritz. Easy to use.
Label. Appl. author: Alfred Ber-
nard Caring. © 1Feb52; KK79689.

DROP FORGING ASSOCIATION ©.

Drop forging topics; problem parts
supplement. (Metal forgings)
Appl. author: The Lee Donnelley Co.
July 1952. 8 p. © 31Jul52;
KK76375.

Drop forging topics; problem parts
supplement. (Metal forgings)
Appl. author: The Lee Donnelley Co.
Sept. 1952. 8 p. © 30Sep52;
KK79344.

DRYCO CORPORATION ©.

Hot item for hot weather. Dryco
E-Z-squeeze spray gun. (Dry-
cleaning equipment) Adv. Appl.
author: H. L. Davis. © 23May52;
KK75595.

prevents fabric discoloration. Dryco
condenser. The iron of the future
is yours to sell today. Dryco Matic
thumb-operated steam-electric iron.
(Dry cleaning equipment) Adv.
Appl. author: H. L. Davis.
© 28Apr52; KK75596.

DUBONNET CORPORATION ©.

How to make the world's driest mar-
tini. Dubonnet Blonde. (Aperitif
wine) Adv. from the New Yorker,
Mar. 15, 1952, p. 103. Appl.
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**DUFF'S Baking Mix Division, Pillsbury
Mills, inc. SEE Pillsbury Mills,
inc. Duff's Baking Mix Division.**

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Dulane Coffryte, the first and only
automatic electric drip coffee
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J. McEnroe. © 1Sep52; KK77920.

Dulane Fryryte, the original auto-
matic electric deep fryer. Label.
Appl. author: John J. McEnroe.
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6 marks of a good cook. Fryryte, the
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fryer. Pamphlet. Appl. author:
John J. McEnroe. © 10Oct52;
KK78288.

DU MONT (ALLEN B.) LABORATORIES,

INC. ©.
The Benbury; a contemporary console
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Appl. authors: Frederic C. Favre &
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The Beverly; a modern console by
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Appl. authors: Frederic C. Favre
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Appl. authors: Frederic C. Favre &
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15 p. Appl. author: Neil
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19 p. Appl. authors: Frank S.
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Mont. (Television) Sheet. Appl.
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Folder. Appl. authors: Frederic
C. Favre & Albert Lefcourte.
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Du Mont. (Television) Sheet.
Appl. authors: Frederic C. Favre &
Albert Lefcourte. © 21Jul52;
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Appl. authors: Frederic C. Favre &
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DUNCAN COFFEE COMPANY ©.

Consistently rich, robust flavor ...
Duncan's Maryland Club coffee.
Adv. from Wichita Falls record
news, Wichita Falls, Tex. Appl.
author: Tracy-Locke Co. © 15Aug52;
KK77169.

Maryland Club has everything.
Duncan's Maryland Club coffee.
Adv. from Wichita Falls record
news, Wichita Falls, Tex. Appl.
author: Tracy-Locke Co. © 8Aug52;
KK77168.

Save up to 25¢ per pound and still
enjoy the richest of all coffees.
Duncan's Maryland Club coffee.
Adv. from Wichita Falls record
news, Wichita Falls, Tex., p. 12.
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Ask for free sample on sale here.
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No cooking, no beating, 10-minute wonder fudge, creamy and delicious every time. (Margarine, coconut, chocolate) Adv. from Life, Nov. 3, 1952, pp. 110-111. © 31Oct52; KK79505.

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DURO-TEST CORPORATION ©.

Annual jackpot for ... Your share, \$480.00 more net cash. Duro-Test. (Lamps) Sheet. Appl. author: Roland Wilfred Tiemann. © 15Nov52; KK80442.

De luxe all-weather Hi-Lites with mechanical base. Duro-Test. (Incandescent lamp) Sheet. Appl. author: Roland W. Tiemann. © 16May52; KK76373.

De luxe all-weather Hi-Lites with mechanical base. Duro-Test 500 w. clamps now available. Sheet. Appl. author: Roland Wilfred Tiemann. © 15Jun52; KK80433.

De luxe Daylite, a new Duro-Test exclusive fluorescent color clamp by Duro-Test. Sheet. Appl. author: Roland Wilfred Tiemann. © 15Aug52; KK80436.

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Jackpot card. Duro-Test. (Lamps) Folder. Appl. author: Roland Wilfred Tiemann. © 21Nov52; KK80443.

New. The world's best lamp for high-bay lighting. Duro-Test deluxe Hi-Bay. (Incandescent lamps) Sheet. Appl. author: Roland W. Tiemann. © 29May52; KK76085.

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DYER PRODUCTS COMPANY ©.

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Cabinet end table. Easi-Bild, no. 141. (Full size printed paper pattern) Label. Appl. author: Donald R. Brann. © 30Mar52; KK80341.

Chaise on wheels. Easi-Bild, no. 324. (Full size printed paper pattern) Label. Appl. author: Donald R. Brann. © 7Jul52 (in notice: 1951); KK80349.

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Sliding top table. Easi-Bild, no. 140. (Full size printed paper pattern) Label. Appl. author: Donald R. Brann. © 30Mar52; KK80351.

Storeasy picnic table. Easi-Bild, no. 323. (Full size printed paper pattern) Label. Appl. author: Donald R. Brann. © 4Aug52 (in notice: 1951); KK80347.

EAST RIVER SAVINGS BANK ©.

Free, lovely orchids, exquisite compacts. Ladies Day, East River Savings Bank. (Savings accounts) Folder. Appl. author: H. J. Gerds Co., inc. © 17Nov52; KK79690.

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EASTCO, INC. ©.

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The all time, all stars of auto racing as chosen by Grantland Rice. Atlantic Bond. (Paper) Sheet. © 23Jun52; KK75106.

The all-time all-stars of baseball, as chosen by Grantland Rice ... Atlantic Bond. Fine papers for business. Poster. © 21May52; KK75949.

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The Easy Method auto driver training system now offers the professional model. (Dual control automobile equipment) Sheet. © 5Mar52; KK80283.

Why more driving students are insisting on Easy Method driver training lessons. (Control automobile equipment) Sheet. © 3Mar52; KK80282.

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Eat-All brand frozen 20 ... Crabettes bite-size Imperial deviled crabs. Net wt. 10 oz. Label. © The Eat-All Frozen Food Co., inc.; 15Nov52; KK79868.

Flash frozen imperial deviled crabs. Eat-All family pack. Net weight 1 1/2 lbs. Label. © The Eat-All Frozen Food Co. inc.; 15Aug52; KK76778.

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Lupita. Jalapeño chili peppers. KK79009. SEE Jacques (Clements) y Compania, s. a.

ECKART, RICHARD J.

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Sapolin, Rite-on Green chalk board coating. KK75140. SEE Sapolin Paints, inc.

ECKMARK, Elvina T., Svea Scholund, & John Dercola, d.b.a. Svea-Greenwood Co. SEE Svea-Greenwood Company.

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ECKRICH (PETER) AND SONS, INC. ©. Smorgas-Pac. Eckrich. Net weight 1 lb. (Assorted meat package) Label. Appl. author: Henry C. Eckrich. © 15Jun52; KK75308.

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Famous laboratories prove Springwall mattresses are just what the doctors ordered. Adv. from Retailing daily, July 7, 1952, p. 8-9. Appl. author: E. T. Howard Co., inc. © 7Jul52; KK75433.

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ECON-O-MIZER HEATING SERVICE COMPANY, INC. ©.

Chimney-Mizer. Stop heating all outdoors. (Fuel saving device) Folder. © 12Oct52; KK78621.

EDDY, NEWELL A., III.

Rustic wood fence factory fabricated by Habitant. KK77024. SEE Habitant Fence, inc.

EDELMAN, EVERETT.

Peachtree chocolates. KK78299. SEE Norris, inc.

Sweet Talk assorted chocolates. KK78297. SEE Norris, inc.

The Variety Box. KK78296. SEE Norris, inc.

EDGERTON, R. L.

Visit the nation's largest annual fair. KK78196. SEE Lee (H. D.) Company.

EDUCATIONAL BOOK COMPANY ©.

Now ready. The book 15,000,000 Negroes have been eagerly awaiting. The greatest, most exciting edition ever published of the famous Negro year book. Sheet. Appl. author: Fred Breisemeister. © 16Sep52; KK78953.

EDUCATIONAL CARD COMPANY.

Picture cut-out for "advanced" primary reading cards. (Flash cards for 1st graders) Adv. from Pri-

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EDUCATIONAL PRODUCTS COMPANY ©.

For window decorations, Applical the new plastic phenomenon. Label. Appl. author: Hermann R. Maier. © 30Jun52; KK75366.

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Wedgewood bulb; iris. KK76841. SEE Rose Hill Bulb Growers Association.

EDWARDS, STACEY DEWITT.

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Perfect gifts for every gift day. Better looking, better cooking - America's finest copper bottom cookware. Ekco. Adv. from Better homes & gardens, Mar. 1952, p. 167. © 25Feb52; KK75389.

ELDRIDGE, JOHN P.

Follow a rainbow to profits. KK75097. SEE H-B Instrument Company.

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ELECTROLUX CORPORATION ©.

Announcing the greatest invention in home cleaning since the vacuum cleaner. New Electrolux the cleaner you never have to empty. Adv. from Life, Oct. 6, 1952, p. 8-9. Appl. author: Tessie M. Krause. © 30Oct52; KK78261.

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Cardox fire extinguishing equipment. KK78357. SEE Cardox Corporation.

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Catalogue of wines and spirits. Folder. © 22Sep52; KK79085.

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Announcing the new Toastmaster demonstrator plan on toasters and waffle bakers. KK79848. SEE McGraw Electric Company. Toastmaster Products Division.

Installation and operating instructions for the Toastmaster bun toaster. KK78785. SEE McGraw Electric Company. Toastmaster Products Division.

Manning Bowman appliances. KK77387. SEE McGraw Electric Company. Manning-Bowman Division.

Ring up more profit. KK77019. SEE McGraw Electric Company. Toastmaster Products Division.

Tropic-Aire-Everhot electric housewares for cooking and comfort. KK78786. SEE McGraw-Electric Company. Tropic-Aire, inc.

ELGIN, J. D. Cont'd.

You and your Tropic-Aire automatic electric blanket. KK75781. SEE McGraw Electric Company. Tropic-Aire, inc.

ELGIN NATIONAL WATCH COMPANY ©.

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ELJO ART MENU COMPANY ©.

Scrap sack. You can help keep our city clean. Label. Appl. author: Edgar L. Jones. © 25Jun52; KK76515.

ELLENA BROTHERS ©.

Regina. Red concentrated California grape juice. Contents 6 fl. oz. Label. Appl. author: Gerry Mertens. © 5May52; KK75911.

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ELLINGTON, H. J.

He got the shock of his life when he learned Helder saved him 37 c/o on assembly of terminals in can covers. KK76801. SEE Helder Bushing and Terminal Company, inc. Helder Manufacturing Company Division.

Hermetic seal bushings and assembly specifications, Mil-T-27. KK76848. SEE Helder Bushing and Terminal Company, inc.

Maybe you can use Helder's no-cost service. KK76802. SEE Helder Bushing and Terminal Company, inc. Helder Manufacturing Company Division.

ELLINGTON AND COMPANY, INC.

Best baby bargain in town, a Spencer's layette. KK77170. SEE Mount Airy Knitting Company.

Brand new volume, brand new profits. KK75592. SEE Wallace Brothers.

Grand Colonial sterling in the mood of tranquility. KK79597. SEE Wallace Silversmiths.

Romance of the sea; sterling [silverware] in the mood of adventure. KK77167. SEE Wallace Silversmiths.

Sir Christopher sterling in the mood of grandeur. KK79872. SEE Wallace Silversmiths.

Spencer's can outfit babies from tots to toddlers. KK79558. SEE Mount Airy Knitting Company.

We're waiting for Santa, in Spencer's. KK78779. SEE Mount Airy Knitting Company.

ELLIOTT, D. W.

New Cook Book enriched bread made from a cook book recipe. KK79844. SEE Purity Bakeries Corporation.

ELLIOTT, OLIVER.

Amber-Air entraining agent. A concrete additive, for better appearance, for easier handling to reduce segregation, for greater durability. KK75813. SEE National Sales, inc.

ELRON COMPANY ©.

Elron, for good and gracious living. (General merchandise) 31 p. Appl. author: Charles Edson Rose. © 20Oct52; KK80012.

ELSE, INC. ©.

Basic dress pattern complete and easy. Envelope. Appl. author: Louis Tyröler. © 10Oct52; KK79460.

EMESS SALES COMPANY, INC. ©.

Emess chlorophyll. Stop unpleasant breath and body odors. (Pharmaceutical) Folder. © 10Oct52; KK79446.

EMPIRE ACCORDION CORPORATION ©.

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New idea in sleep. Englander, America's most luxurious mattress. Adv. from the Saturday evening post, Sept. 13, 1952, p. 155. Appl. author: Leo Burnett. © The Englander Co., inc.; 10Sep52; KK78161.

ENVOYS, INC.

Ben Franklin said it - Remember that time is money, he advised young tradesmen. (Filing equipment) Sheet. © Envoys, inc. (formerly, Bourke & Miller, inc.); 24Nov52; KK80413.

Mr. Montgomery, do you like a mystery? (Filing system) Sheet. © Envoys, inc. (formerly, Bourke & Miller, inc.); 3Nov52; KK80412.

Simplicity in filing appeals to us ... Classic simplicity ... Remington Rand's Variadex system. Sheet. Appl. author: Bourke & Miller, inc. © Envoys, inc. (formerly, Bourke & Miller, inc.); 24Oct52; KK79911.

Which will it be ... Nature gives us our choice. Mobilheat. (Fuel oil) Sheet. Appl. author: Bourke, Holland & Miller, inc. © Envoys, inc. (formerly, Bourke & Miller, inc., formerly, Bourke, Holland & Miller, inc.); 16May49; KK79912.

EPPERSON, JOSEPH BOLEN ©.

TV coverage calculator. (Slide rule calculator) Sheet. © 25Jun52; KK75835.

EPSTEIN, Louis C., sole owner, Tie-Dee Products Co. SEE Tie-Dee Products Company.**ERWIN, WASEY AND COMPANY, INC.**

Proves Zonite's absolute safety to body tissues in feminine hygiene. KK78274. SEE Zonite Products Corporation.

Rabbit eye tests prove Zonite's absolute safety to body tissues in feminine hygiene. KK76521. SEE Zonite Products Corporation.

Take back your mink, I'll keep my sheets. KK78698. SEE Springs Cotton Mills.

We put the broad in broadcloth. KK79128. SEE Springs Cotton Mills.

What made her say that? KK75228. SEE Springs Cotton Mills.

Young wives should not experiment with this vital problem. KK75240. SEE Zonite Products Corporation.

ESHLEMAN (BENJAMIN) COMPANY.

Can't miss -- but no loss to the holder of a Lee Road Hazard guaranty. KK76757. SEE Lee Rubber and Tire Corporation.

The cleanest thing on wheels, the Lee 5-rib Highway. KK75189. SEE Lee Rubber and Tire Corporation.

Jolts ahead, if your tires are damaged your Lee Road Hazard guaranty pays the bill. KK75188. SEE Lee Rubber and Tire Corporation.

Mr. Blandings' dream tire. KK78090. SEE Lee Rubber and Tire Corporation.

On top of the highway problem. KK75432. SEE Lee Rubber and Tire Corporation.

Scuff, scrape, slice, but no loss to the holder of a Lee Road Hazard guaranty. KK75431. SEE Lee Rubber and Tire Corporation.

Tire trap, but no loss to the holder of a Lee Road Hazard guaranty. KK78091. SEE Lee Rubber and Tire Corporation.

ESKIMO PIE CORPORATION ©.

Boy meets girl. Eskimo Pie, the finest ice cream ... [and] chocolate. Adv. from the Boulder daily camera, May 19, 1952, p. 9. Appl. author: William Dasheff. © 19May52; KK76833.

Hey kids, look what you can get by saving Eskimo Pie bags. (Ice cream bars) Adv. from the Boulder daily camera, May 12, 1952, p. 3. Appl. author: William Dasheff. © 12May52; KK76832.

ESQUERRE, CELESTE.

Puente, French-American Bakery, inc. KK75986. SEE French-American Bakery, inc.

ESTERBROOK PEN COMPANY ©.

Always ready to write. Needs ink only 4 times a year in normal desk use. Esterbrook. (Fountain pen) Adv. from Business week, Oct. 25, 1952, p. 132. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 25Oct52; KK78692.

Choose the right point for the way you write. Esterbrook fountain pen. Adv. from Collier's, Aug. 30, 1952, p. 8. Appl. author: John D. Wooster. © 30Aug52; KK77475.

Choose the right point for the way you write. Esterbrook fountain pen. Adv. from Saturday evening post, Oct. 18, 1952, p. 145. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 18Oct52; KK78764.

Choose the right point for the way you write. Esterbrook fountain pen. Adv. from the Saturday evening post, June 7, 1952, p. 74. Appl. author: John D. Wooster. © 7Jun52; KK76491.

Choose the right point for the way you write. Esterbrook 444 desk pen sets. Adv. from Business week, Sept. 27, 1952, p. 62. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 27Sep52; KK78693.

Choose the right point for the way you write. Fit it into the Esterbrook pen you like best. Adv. from Life, Sept. 8, 1952, p. 112-113. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 8Sep52; KK77407.

Choose the right point for the way you write for this desk set that needs ink only 4 times a year. Esterbrook 444 desk pen sets. Adv. from Newsweek, June 2, 1952, p. 91. Appl. author: John D. Wooster. © 2Jun52; KK76713.

Choose the right point for the way you write in this desk set that writes for months without refilling. Esterbrook 444 desk pen sets.

Adv. from Business week, May 10, 1952, p. 64. Appl. author: John D. Wooster. © 10May52; KK76711.

Esterbrook 444 desk pen set. Adv. from Newsweek, July 7, 1952, p. 47. Appl. author: John D. Wooster. © 7Jul52; KK77408.

Esterbrook 444 desk pen set. Few gifts are more personal than an Esterbrook 444 ... Adv. from Newsweek, Oct. 15, 1951, p. 10. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 15Oct52; KK80608.

For easier, clearer writing choose the right point for the way you write. Esterbrook fountain pen. Adv. from National geographic magazine, July 1952. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 1Jul52; KK77235.

Give an Esterbrook fountain pen, the pen with the right point for every writer. This Christmas give the gift of easier smoother writing ... Adv. from the Saturday evening post, Nov. 22, 1952, p. 130. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 22Nov52; KK79932.

Give an Esterbrook fountain pen. This Christmas, give an Esterbrook, the gift of smoother, easier writing. Adv. from the Saturday evening post, Dec. 6, 1952, p. 146. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 6Dec52; KK80540.

Give an Esterbrook the pen with the point you know they're sure to like. Never was there a more personal gift than an Esterbrook fountain pen. Adv. from Collier's, Nov. 17, 1952, p. 49. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 17Nov52; KK80610.

Give an Esterbrook, the pen with the right point for every writer. Adv. from Life, Dec. 15, 1952, p. 46-47. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 15Dec52; KK80539.

Jet glass brings new beauty to the Esterbrook fountain pen desk set. Folder. Appl. author: Kenneth MacDonald. © The Esterbrook Pen Co.; 16Oct52; KK79477.

No matter what you write, no matter how you write it. Choose the right point for the way you write. Esterbrook 444 desk pen sets. Adv. from Business week, June 7, 1952, p. 101. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 7Jun52; KK76712.

Perfect gift, 444 desk pen sets. Esterbrook. Adv. from Time, Nov. 3, 1952, p. 62. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 3Nov52; KK78694.

Writes 93,500 words without refilling. Esterbrook 444 desk pen set. The 444 is a new, better desk pen ... Adv. from Time, Aug. 6, 1951, p. 42. Appl. author: John D. Wooster. © The Esterbrook Pen Co.; 6Aug52; KK80609.

Writing instruments since 1858. (Stationery) 33 p. Appl. author: Kenneth Neal MacDonald. © The Esterbrook Pen Co.; 29May52; KK79955.

EVANS' (L. B.) SON COMPANY ©.
America's most popular slippers. Balboa Chief. Adv. from Esquire, Dec. 1952, p. 166. Appl. author: R. D. Northrop Co. © 5Nov52; KK79123.

Ask any man, he'll tell you; men prefer Evans hand turned slippers. Cabana. Adv. from Holiday, Dec.

1952, p. 141. Appl. author: R. D. Northrop Co. © 15Nov52; KK79687.

Christmastime, and the shopping is easy. Evans hand turned slippers. (Men's slippers) Adv. from Life, Dec. 8, 1952, p. 103. Appl. author: R. D. Northrop Co. © 4Dec52; KK80089.

Every man needs a pair of comfortable slippers. Most men prefer Evans hand turned slippers. Adv. from the Saturday evening post, Dec. 13, 1952, p. 125. Appl. author: R. D. Northrop Co. © 10Dec52; KK80581.

Men prefer Evans hand turned slippers. Radio-Tyme. Adv. from True, Dec. 1952, p. 14. Appl. author: R. D. Northrop Co. © 13Nov52; KK79686.

EVANS, R. B.
Fairmont railway motor cars and work equipment. KK78991. SEE Fairmont Railway Motors, Inc.

Fairmont W78 series A, weed spray car. KK75386. SEE Fairmont Railway Motors, Inc.

EVANS, TREVOR H.
Brides, their mothers, and other brides of yesteryear, too. KK75777. SEE Fisher Flouring Mills Company.

If you can boil water you can cook Zoom. KK79350. SEE Fisher Flouring Mills Company.

The more you use the more economical your meals. KK80586. SEE Fisher Flouring Mills Company.

The quickest mix of all. KK80585. SEE Fisher Flouring Mills Company.

EVANS PRODUCTS COMPANY ©.
Factory fresh delivery, thanks to the Evans auto-loader. Adv. from Automotive news, almanac issue, 1952, p. 240. Appl. author: Fuller & Smith & Ross, Inc. © 25Apr52; KK80329.

How Evans loading equipment returns revenue to the rails. (Railroad car loaders) Adv. from Railway supply industry yearbook, 1952, p. 324-5. Appl. author: Fuller & Smith & Ross, Inc. © 2Jun52; KK80330.

EVERETT PIANO COMPANY ©.
The brand new grand new Everett. First small piano to win complete approval of accomplished pianists. Folder. Appl. author: Juhl Advertising Agency. © 1Jun52; KK76030.

EVERLASTING VALVE COMPANY ©.
Everlasting valves for boiler blow-off. Bulletin E-120. Appl. author: Edgar Fabian Cohen. © 5Sep52; KK77130.

EVERSHARP, INC. ©.
Even twice the price can't buy better Christmas pens than Eversharp. Adv. from Chicago daily tribune, Dec. 4, 1952, p. 2. Appl. author: The Biow Co., Inc. © 4Dec52; KK80469.

For Christmas Eversharp offers the world's widest choice of fine desk sets. Clock sets, calendar sets ... Adv. from Look, Dec. 2, 1952, p. 3 of cover. Appl. author: The Biow Co. © 18Nov52; KK79756.

For Christmas, Eversharp offers the world's widest choice of fine pens, pencils and desk sets. Adv. from This Week magazine, Nov. 30, 1952, p. 31. Appl. author: The Biow Co., Inc. © 30Nov52; KK80020.

For cleaner shaves, in 1/2 the time give Schick Injector razor and blades. Adv. from the Saturday evening post, Dec. 6, 1942, p. 96. Appl. author: The Biow Co., Inc. © 6Dec52; KK80025.

For prestige-winning Christmas gifts give Eversharp, and you give the finest. (Pen and pencils) Adv. from Premium practice and business promotion, Oct. 1952, p. 3. Appl. author: The Biow Co., Inc. © 7Oct52; KK78080.

Free Eversharp Schick Injector razor kit. Adv. from Scranton times, Nov. 20, 1952, p. 34. Appl. author: The Biow Co., Inc. © Eversharp Schick (in notice: Eversharp, Inc.); 20Nov52; KK79904.

Free. 98¢ Eversharp Schick Injector razor kit. This offer being made to prove to you ... (Razor blades) Adv. from the Shreveport times, Oct. 16, 1952, p. 23. Appl. author: The Biow Co., Inc. © 16Oct52; KK79000.

Has no cap, needs no cap. Click. You're ready to write. Press. Point retracts. Eversharp. (Fountain pen) Adv. from Chicago daily tribune, Nov. 17, 1952, p. 2. Appl. author: The Biow Co., Inc. © 17Nov52; KK80468.

Leading school superintendents approve new Eversharp Star Reporter as ideal pen for all students. Adv. from Junior scholastic, Sept. 24, 1952, p. 19. Appl. author: The Biow Co., Inc. © 24Sep52; KK77681.

Now for school or college spectacular Eversharp values. New Eversharp Star Reporter. (Pen & pencil) Adv. from Lebanon daily news, Aug. 19, 1952, p. 6. Appl. author: The Biow Co., Inc. © 19Aug52; KK76487.

Outdoor tricks as practiced by Bob Davis, famous Florida guide. Eversharp Schick Injector razor & blades. Adv. from Field and stream, Aug. 1, 1952, p. 69. Appl. author: The Biow Co., Inc. © 1Aug52; KK76134.

Outdoor tricks as practiced by Dan Ryan, famous tackle expert and designer. Eversharp Schick Injector razor & blades. Adv. from Sports afield, July 1, 1952, p. 51. Appl. author: The Biow Co., Inc. © 1Jul52; KK75067.

Outdoor tricks as practiced by J. Fred Eder, famous Texas guide. You shave cleaner in 1/2 the time. Schick Injector razor & blades. Adv. from Field & stream, Oct. 1952, p. 87. Appl. author: The Biow Co., Inc. © 24Sep52; KK77687.

Outdoor tricks as practiced by Raymond R. Camp, famous hunting editor. You shave cleaner in 1/2 the time. Schick Injector razor & blades. Adv. from Field & stream, Dec. 1952, p. 77. Appl. author: The Biow Co., Inc. © 24Nov52; KK79780.

Outdoor tricks as practiced by Tex Purvis, famous Wyoming guide and pack outfitter. You shave cleaner in 1/2 the time. Schick Injector razor & blades. Adv. from Field and stream, Nov. 1952, p. 89. Appl. author: The Biow Co., Inc. © 21Oct52; KK78495.

Smartest choice for premium or business gift. New Eversharp Star Reporter. (Pen and pencil) Adv. from Printers' ink, Sept. 26, 1952, p. 116. Appl. author: The Biow Co., Inc. © 26Sep52; KK77727.

EVERSHARP, INC. ©. Cont'd.

Thanks to tremendous value - tremendous advertising. Eversharp's new, low-cost items sell fast, pull traffic. (Fountain pen & pencils) Adv. from Geyer's topics, July 1, 1952, p. 75. Appl. author: The Biow Co., inc. © 1Jul52; KK75675.

You shave cleaner in 1/2 the time. Schick Injector razor and blades. Adv. from Look, June 3, 1952, p. 27. Appl. author: The Biow Co., inc. © 3Jun52; KK75185.

You shave cleaner in 1/2 the time. Schick Injector's outdoor tricks. Eversharp Schick Injector razor & blades. Adv. from Field and stream, Sept. 1952, p. 93. Appl. author: The Biow Co., inc. © 26Aug52; KK76816.

You're next. For the greatest point-of-profit promotion in the history of razor and blade sales. Schick Injector razor & blades. Adv. from Chain store age, Sept. 1952, p. 40. Appl. author: The Biow Co., inc. © 11Sep52; KK77472.

EVIS MANUFACTURING COMPANY ©.

Suggestions for correct field installations; Evis water conditioners. Sheet. Appl. author: Eugene W. Shafer. © 15Oct52; KK80191.

EWING, FRANK D.

The miracle of electrons gives your piano a mighty organ's voice. KK75899. SEE Central Commercial Industries, inc.

EXALIN PRODUCTS COMPANY.

Now an internal and external double-action combination especially developed. Exalin tablets and Exalin ointment. Adv. from Toledo blade, Oct. 12, 1952, p. 8. © Louis E. Krawitz, Exalin Products Co.; 12Oct52; KK78723.

Now, an internal and external double-action combination for sufferers from pains of arthritis, rheumatism ... Exalin ointment & Exalin tablets. Adv. from Chicago herald-American, Oct. 26, 1952, p. 9. © Louis E. Krawitz, d.b.a. Exalin Products Co.; 26Oct52; KK79635.

EXCHANGE LEMON PRODUCTS COMPANY.

California concentrate for lemonade. KK77818. SEE Sunkist Growers, inc.

Sunkist ready to drink lemonade. KK78463. SEE Sunkist Growers, inc.

EXCHANGE ORANGE PRODUCTS COMPANY.

Sunkist California concentrate for orangeade. KK78464. SEE Sunkist Growers, inc.

Sunkist ready to drink orangeade. KK78462. SEE Sunkist Growers, inc.

F

F. L. F. PRODUCTS COMPANY.

Freeman's carbolized zinc ointment. Particularly adapted to treatment for mules and horses, cattle. Label. Appl. author: Robert Neal Bailey. © Olga Freeman Lester, d.b.a. The F. L. F. Products Co.; 29Jul52; KK76184.

FABRIC LAUNDRY AND DRY CLEANING MACHINERY CORPORATION ©.

The sleeping giant awakens. Washex. (Dry cleaning equipment) Folder. © 25Sep52; KK78043.

FABRICON PRODUCTS, INC.

Butter Krust, best for the whole Famlee. KK75504. SEE Long (W. E.) Company.

Fischer's buttercup bread, best for the whole Famlee. KK75505. SEE Long (W. E.) Company.

Sunlite, best for the whole Famlee. KK75506. SEE Long (W. E.) Company.

Toastmaster, best for the whole Famlee. KK75507. SEE Long (W. E.) Company.

Town Talk, best for the whole Famlee. KK75503. SEE Long (W. E.) Company.

FAIRBANKS, MORSE AND COMPANY ©.

Fairbanks-Morse Train Master 2400 horsepower Diesel locomotive. Pamphlet. Appl. author: The Buchen Co. © 29Sep52; KK78086.

TM. Train Master, the new name in railroad motive power ... (Locomotive) Pamphlet. Appl. author: The Buchen Co. © 3Nov52; KK79503.

Tri-mount locomotive truck. (Motor) Folder. Appl. author: The Buchen Co. © 28Aug52; KK76931.

FAIRFAX (H. W.) ADVERTISING AGENCY, INC.

Brighten your home, gladden a friend with fresh lily-of-the-valley all winter long. KK76107. SEE Schling (Max) Seedsman, inc.

Gay Deceivers. KK76108. SEE Spry (Constance) inc.

Now you can have fresh growing flowers in your home all winter long. KK76109. SEE Schling (Max) Seedsman, inc.

FAIRFAX, INC.

Any place there are magic powers in Max Schling flowers. SEE Schling (Max) inc.

Flower gifts for all occasions. KK78956. SEE Schling (Max) inc.

Flower gifts for Christmas from Max Schling, inc. KK79412. SEE Schling (Max) inc.

Sales go up with the Traveler, the new bon voyage gift. KK78713. SEE Schling (Max) inc.

You can beat crabgrass forever. KK78902. SEE Schling (Max) Seedsman, inc.

FAIRMAN, MILTON.

Quarterly memo to stockholders. KK78345. SEE Borden Company.

FAIRMONT RAILWAY MOTORS, INC. ©.

Fairmont railway motor cars and work equipment. Bulletin 660. 50 p. Appl. author: R. B. Evans. © 10Oct52; KK78991.

Fairmont W78 series A, weed spray car. (Railroad machinery) 4 p. Appl. author: R. B. Evans. © 1Jul52; KK75386.

FALK, CHARLES T. ©.

PAF, picture and furniture tabs, ready to use. No more scratches or moisture marks on polished tables or furniture. Label. © 18Apr52; KK75281.

FALSTAFF BREWING CORPORATION ©.

Falstaff premium quality beer. Poster. (Its [Poster no. 52-11, Nov. 1952] Appl. author: Paul Gioni. © 15Oct52; KK78864.

FAME OF THE WATERS TACKLE COMPANY.

Silver Rocket fly line splicing kit. (Fishing line) Card. Appl. author: Henry Berlew. © Fame of the Waters Tackle Co., Henry Berlew sole owner; 17Nov52; KK80007.

FAMOUS VIRGINIA FOODS, INC. ©.

Pickle of the month sale; Piedmont sweet whole pickles at special savings this month only. Adv.

from the Evening bulletin, Philadelphia, Nov. 13, 1952, p. 44. Appl. author: Seberhagen, inc. © 13Nov52; KK80286.

FARRAN, CHARLES.

Are you doing anything to reduce clerical costs? KK76905. SEE Addressograph-Multigraph Corporation.

Is the Paperwork Pirate whistling while you work? KK75280. SEE Addressograph-Multigraph Corporation.

Short cut for short-handed offices. KK79547. SEE Addressograph-Multigraph Corporation.

Two ways to shrink costs and get rid of the Paperwork Pirate. KK76329. SEE Addressograph-Multigraph Corporation.

FARRIS, CLARENCE E. ©.

EE radiation (Geiger) counter, model B ... for real live prospectors. Folder. © 17May52; KK75287.

EE sterilizer, model B. Kills bacteria and viruses ... (Electronic sterilizer) Folder. © 17May52; KK75288.

EE sterilizer, model C. With more power for faster and more powerful treatments. (Electronic sterilizer) Sheet. © 17May52; KK75289.

The new Twin Sisters ... Hospital model H and cancer research model HC. (Electronic sterilizer) Folder. © 16Sep52; KK77888.

Rent your sterilizer. Don't loan your celelectronic EE sterilizer, rent it. Sheet. © 3Sep52; KK77403.

Use your sterilizer. Some families use their celelectronic sterilizers ... Sheet. © 3Sep52; KK77402.

FAST (JOHN E.) AND COMPANY ©.

Fast pole type capacitors. Catalog no. 27, section 4. (Power-factor capacitors) 5 p. © 17Mar52; KK75348.

Fast quality capacitors for power-factor correction. Catalog no. 27, section 1. (Power-factor capacitors) 7 p. © 17Mar52; KK75345.

Fast quality capacitors, individual units for power-factor correction. Catalog no. 27, section 2. (Power-factor capacitors) 8 p. © 17Mar52; KK75346.

Fast quality capacitors, rack-type assemblies for power-factor correction. Catalog no. 27, section 3. (Power-factor capacitors) 9 p. © 17Mar52; KK75347.

FAVRE, FREDERIC C.

The Banbury; a contemporary console by Du Mont. KK77183. SEE Du Mont (Allen B.) Laboratories, inc.

The Beverly. KK77189. SEE Du Mont (Allen B.) Laboratories, inc.

The Clinton. KK77187. SEE Du Mont (Allen B.) Laboratories, inc.

The Dynasty. KK77186. SEE Du Mont (Allen B.) Laboratories, inc.

The Flanders; a French provincial console by Du Mont. KK77182. SEE Du Mont (Allen B.) Laboratories, inc.

The Milford. KK77188. SEE Du Mont (Allen B.) Laboratories, inc.

The Newbury. KK77184. SEE Du Mont (Allen B.) Laboratories, inc.

Proof you can see; the biggest news in television is from Du Mont. KK77179. SEE Du Mont (Allen B.) Laboratories, inc.

- The Ridgewood. KK77190. SEE Du Mont (Allen B.) Laboratories, inc.
- The Shelburne. KK77192. SEE Du Mont (Allen B.) Laboratories, inc.
- The Somerset. KK77185. SEE Du Mont (Allen B.) Laboratories, inc.
- The Wakefield. KK77191. SEE Du Mont (Allen B.) Laboratories, inc.
- FEIGEL, ARTHUR JAMES.
For better, faster, more economical production of men's dress and sport shirts. KK75019. SEE Union Special Machine Company.
- Union Special for better, faster, more economical production of overalls and coveralls. KK78537. SEE Union Special Machine Company.
- Union Special for better, faster, more economical production of service shirts and pants. KK78538. SEE Union Special Machine Company.
- FEIGENHOLTZ, HAROLD L.
Brosoft for use in quality baked products. KK80250. SEE Brolite Company, inc.
- Freshtex for use in quality baked products. KK80251. SEE Brolite Company, inc.
- FEIL, HENRY A.
Gorton system vaporizes and equalizes any steam heating system. KK80087. SEE Gorton Heating Corporation.
- Gorton valves are quick venting. KK79735. SEE Gorton Heating Corporation.
- FELDMAN, Milton H., t.a. Regal Prescription Service Plan. SEE Regal Prescription Service Plan.
- FELDMAN, SAMUEL ©.
Enjoy yourself. Sam's sandwich stand. (Food). Adv. © 15Feb52; KK77622.
- Flare Knit the flare that flatters. KK77688. SEE Lass O'Scotland, ltd.
- FENWAL, INC. ©.
Detect-A-Fire thermostats for alarm or release systems, provide positive fire and over-heat detection. Folder. © 17Nov52; KK79512.
- Everything you want in a thermostat is yours in a Fenwal Thermo-switch, the precision, multi-purpose thermostat control. Folder. © 17Nov52; KK79513.
- FERGUSON, C. KEITH.
Kewanee-Iron Fireman boiler-burner unit for high or low pressure heating, power and process steam. KK79329. SEE Kewanee-Ross Corporation.
- Kewanee square-heat type R boiler. KK78193. SEE Kewanee-Ross Corporation.
- FERGUSON (HARRY) INC. ©.
Again and again and again. Bigger in power, in performance, in economy. Ferguson "30". (Farm equipment) Adv. from Farm equipment retailing, Nov. 1952, pp. 8-9. Appl. author: Adolph Jansen, Jr. © 1Nov52; KK79229.
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- Exclusive SSC Suction-Side control. A new and timely successful selling campaign for Ferguson dealers. (Farm tractor) Calendar. Appl. author: Dolph Jansen. © 21Jul52; KK76769.
- The Ferguson heavy-duty, side-mounted mower. (Farm implement) Folder. Appl. author: Dolph Jansen. © 20Oct52; KK78014.
- Ferguson moldboard plows. A complete line of moldboard plows to fit every type of soil and every method of seedbed preparation. (Farm implement) Pamphlet. Appl. author: Dolph Jansen. © 28Oct52; KK78646.
- The Ferguson system makes the land serve you. Whether you supervise large landholdings ... (Farm equipment) Adv. from Time, Latin American ed., Nov. 17, 1952, p. 41. Appl. author: Adolph Jansen, Jr. © 14Nov52; KK79832.
- The Ferguson system serves well the cause of agriculture. Ferguson tractor and 63 Ferguson system implements. Adv. from Time, Latin American ed., Sept. 1, 1952, p. 41. Appl. author: Adolph Jansen, jr. © 29Aug52; KK77470.
- The inside story of the Ferguson system, with exclusive suction side control. (Farm tractor) Pamphlet. Appl. author: Dolph Jansen. © 25Jul52; KK76200.
- It's been a good year for Canada's farmers. Today, more than ever, the Ferguson tractor is a better buy for farmers. (Farm equipment) Adv. from Financial post, Nov. 15, 1952, p. 22. Appl. author: Adolph Jansen, Jr. © 13Nov52; KK79410.
- It's bigger in power, performance, economy ... the far more powerful Ferguson 30. (Farm equipment) Adv. from Farm and ranch, southern agriculturist, Apr. 1952, p. 36-37. Appl. author: Adolph Jansen, jr. © 20Mar52; KK75317.
- Just a couple of dozen years. (Farm equipment) Adv. from the National future farmer, fall 1952, p. 26. Appl. author: Adolph Jansen, Jr. © 1Oct52; KK78689.
- The mighty power of a great new engine ... that's the far more powerful Ferguson 30. (Farm equipment) Adv. from Farm and ranch, southern agriculturist, May 1952, p. 34-35. Appl. author: Adolph Jansen, jr. © 20Apr52; KK75316.
- The new and far more powerful Ferguson Twenty 85 built to meet more of the needs of more of the farmers more of the time than any other tractor. (Farm implement) Folder. Appl. author: Dolph Jansen. © 20Oct52; KK78393.
- The new Ferguson heavy-duty reversible disc harrow. (Farm implement) Folder. Appl. author: Dolph Jansen. © 4Aug52; KK75830.
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- Only the far more powerful Ferguson 30 has the one and only Ferguson system. (Farm equipment) Adv. from Time, Latin American ed., Oct. 6, 1952, p. 41. Appl. author: Adolph Jansen, Jr. © 30Oct52; KK78272.
- Parts book for S-JO-20 soil scoop. The Ferguson system. Picture of soil scoop. Cover. Appl. author: Ernest Joseph DuCharme. © 26Jun52; KK77001.
- To all Ferguson dealers, SSC Exclusively Ours. (Farm tractor) pamphlet. Appl. author: Dolph Jansen. © 29Jul52; KK76768.
- When pastures are contented, so are the cows. Ferguson tractor and 63 Ferguson system implements. Adv. from Journal of soil and water conservation, July 1952, p. 4. Appl. author: Adolph Jansen, Jr. © 10Jul52; KK76435.
- The world famous Ferguson system with ... Ferguson tractor and 63 Ferguson system implements. Adv. from Capper's farmer, Oct. 1952, p. 2. Appl. author: Adolph Jansen, jr. © 25Sep52; KK77471.
- The world-famous Ferguson system with SSC will be found only in the far more powerful Ferguson 30. (Farm equipment) Adv. from American fruit grower, Oct. 1952, p. 4 of cover. Appl. author: Adolph Jansen, Jr. © 1Oct52; KK78432.
- FERREL, Wilma E. SEE Ferrel Enterprises.
- FERREL ENTERPRISES.
Dear friend: What would you do if you had \$10.00 ... (Book containing money making opportunities) Sheet. Appl. author: Wilma E. Ferrel. © The Ferrel Enterprises; 5Jun52; KK75567.
- Do you want this value? Not \$5.00, not \$3.00, but only \$2.00. (Book, Guide to extra dollars) Sheet. Appl. author: Wilma E. Ferrel. © The Ferrel Enterprises; 5Jun52; KK75565.
- Make money in your own home addressing envelopes. (Book, Guide to extra dollars) Sheet. Appl. author: Wilma E. Ferrel. © The Ferrel Enterprises; 5Jun52; KK75566.

- FERRIS WOOLEN COMPANY ©.**
Woolens of quality latest weaves. Imported and domestic topcoatings. No. 53. c8: 1. Appl. author: William O. Huettig. © 1Jul52; KK76429.
- FIBREBOARD PRODUCTS, INC. ©.**
Chocolate ice cream. One quart. Design no. 496-B1. Label. Appl. author: Edgar Weber. © 8Sep52; KK78522.
Ice cream. One quart. Label. Appl. author: Edgar Weber. © 8Sep52; KK78525.
Strawberry ice cream. One quart. Design no. 496-B3. Label. Appl. author: Edgar Weber. © 8Sep52; KK78523.
Vanilla ice cream. One quart. Design no. 496-B2. Label. Appl. author: Edgar Weber. © 8Sep52; KK78524.
- FIDELITY INTERSTATE CASUALTY COMPANY ©.**
White shield Protectiongraph. (Insurance) Card. © 1Aug52; KK76490.
- FIELD (Marshall) and Company. SEE**
Marshall Field and Company.
- FIELDS, CLAUDE O. ©.**
The cellulose handi-kleener. (Dust and dirt remover) Sheet. © 1Nov52; KK79117.
- FIEN, ISADORE L.**
Tomorrow's the date at 1108; the start of Swartz November Pinch-Penny time. KK79994. SEE Swartz, S.
- FILTROS, INC. ©.**
Filtros porous ceramic media for filtration, diffusion, aeration, catalyst supports, water filtration, underdrains, air conveyor systems. Catalog no. 10. 11 p. Appl. author: George L. Floetz. © 2Dec52; KK80145.
- FINCH, H. G. ©.**
Measurite. If right side of opening (face of window or door) is within these marks ... (Venetian blinds) Label. © 28Oct52; KK79652.
- FINLAY, JOHN J.**
Counter points. SEE Wayne Knitting Mills.
Every costume looks lovelier with the new accessory shades in Belle-Shar-meer leg-size stockings. KK77363. SEE Wayne Knitting Mills.
Flatter your legs with flattering fit Belle-Shar-meer stockings in your personal leg-size. KK79242. SEE Wayne Knitting Mills.
Give her the luxury of perfect fit, Belle Shar-meer stockings in her personal leg-size. KK80166. SEE Wayne Knitting Mills.
- FINE ARTS FURNITURE MANUFACTURING COMPANY.**
Fine Arts of California presents custom built correlated group. (Furniture) Adv. © Santa Bisignano, d.b.a. Fine Arts Furniture Manufacturing Co.; 1May52; KK79656.
- FIRENZE, ETTORE.**
Chicken of the Sea albacore white meat tuna. SEE Van Camp Food Company, inc.
Chicken of the Sea bite size tuna. KK75796. SEE Van Camp Sea Food Company, inc.
Chicken of the Sea fancy tuna. SEE Van Camp Sea Food Company, inc.
- Chicken of the Sea solid pack albacore white meat tuna. KK75797. SEE Van Camp Sea Food Company, inc.
Chicken of the Sea solid pack fancy tuna. KK75795. SEE Van Camp Sea Food Company, inc.
White Star bite size tuna. SEE Van Camp Sea Food Company, inc.
White Star fancy solid pack albacore white meat tuna. SEE Van Camp Sea Food Company, inc.
White Star solid pack fancy tuna. SEE Van Camp Sea Food Company, inc.
- FIRESIDE CANDIES ©.**
Honey bear creams. Fireside Candies. Label. Appl. author: Nat C. Barker. © 15Sep52; KK77315.
- FIRESTONE INDUSTRIAL PRODUCTS COMPANY ©.**
Imagine sleeping on the one mattress that rests you in perfect comfort ... Firestone Foamex. (Foam rubber) Adv. from Life, May 5, 1952, p. 77. © 5May52; KK79897.
Now, a lifetime of sleep-perfect nights with the mattress that rests you in complete comfort from head to foot. Firestone Foamex. Adv. from the Saturday evening post, Apr. 19, 1952, p. 66. © 19Apr52; KK78710.
- FIRESTONE PLASTICS COMPANY ©.**
Dry, comfy, carefree, with only 14 ounces between you and the pouring rain. Rainwear made of Firestone Velón. Adv. from the Saturday evening post, Apr. 5, 1952, p. 6. © 5Apr52; KK76821.
Home experts explain why more women are sewing with Firestone Velón than any other plastic yard goods. Adv. from Ladies' home journal, Mar. 1952, p. 24. © 1Mar52; KK75016.
Keep a tidy closet, save a tidy sum with closet accessories of Firestone Velón. (Plastic fabrics) Adv. from Better homes & gardens, Apr. 1952, p. 44. © 1Apr52; KK77893.
- FIRESTONE TIRE AND RUBBER COMPANY.**
Farmers buy what they prefer, and there are more farm tractors on Firestone tires. Adv. from Country gentlemen, Apr. 1952, p. 35. © The Firestone Tire & Rubber Co.; 1Apr52; KK76877.
Farmers buy what they prefer, and there are more farm tractors on Firestone tires than any other make. Adv. from Successful farming, Mar. 1952, p. 21. © The Firestone Tire & Rubber Co.; 1Mar52; KK75017.
Fit and freedom at last. A foundation that molds you, holds you; yet feels comfy as a second skin ... (Elastic yarn) Adv. from Harper's bazaar, Mar. 1952, p. 90. © The Firestone Tire & Rubber Co.; 1Mar52; KK74927.
From Argentina to Alaska, Norway to New Zealand Firestone tires are your best buy. Adv. from Foreign service journal, April 1952, p. 16. © The Firestone Tire & Rubber Co.; 1Apr52; KK77259.
Logging trucks deliver loads at lower cost with Firestone tires. Adv. from the Lumberman, March 1952, p. 43. © The Firestone Tire and Rubber Company; 1Mar52; KK76989.
New - tire safety at less than 1/2 new tire cost with Firestone factory-method new treads. (Vehicle tires) Adv. from the
- Saturday evening post, Mar. 15, 1952, p. 82-83. © The Firestone Tire & Rubber Co.; 15Mar52; KK75789.
Now at new low prices Firestone Champion tires. Adv. from Super service station, Mar. 1952, p. 96. © The Firestone Tire & Rubber Co.; 1Mar52; KK75037.
Now at new low prices Firestone Champion tires. Adv. from the Saturday evening post, Mar. 1, 1952, p. 60-61. © The Firestone Tire & Rubber Co.; 1Mar52; KK74999.
Why should I buy Firestone tires for my car? Firestone offers you greater ... Adv. from Foreign service journal, Jan. 1952, p. 12. © The Firestone Tire & Rubber Co.; 1Jan52; KK76280.
- FIRETUG, MAX E.**
Evertuff shoes for little gents. KK77225. SEE Beckerman (M.) and Sons, inc.
Happy Children shoes designed for perfect body balance. KK77226. SEE Beckerman (M.) and Sons, inc.
- FIRST Federal Savings and Loan Association of Miami. SEE** Miami, Fla.
First Federal Savings and Loan Association.
- FISCHER, HENRY A. ©.**
Flavor-Seal. Outstanding formula for fresh beef, pork, lamb ... (Liquid flavoring for meats) Card. © 2Sep52; KK78383.
Flavor-Seal, outstanding formula for processing fresh meats. Contents 1 gal. (Flavoring liquid for meats) Label. © 2Sep52; KK77647.
For your eating pleasure this meat is processed with Fischer's Flavor-Seal. (Liquid flavoring for meats) Card. © 2Sep52; KK78382.
- FISCHER, LEE E.**
Here's your new Master paper catalog. KK78262. SEE Master Product Company.
1952 Christmas gift catalog. KK79111. SEE Master Products Company.
Your 1952 fall catalog. KK77147. SEE Master Products Company.
- FISCHER, William D. and Charles F. Blum, a copartnership, Royal Television Supply Company. SEE** Royal Television Supply Company.
- FISCHER AND COMPANY, INC. ©.**
Oh, the exquisite fit of a Fischer. Heavenly silk lingerie by Fischer. Adv. from Harper's bazaar, Nov. 1951, p. 12. © 1Nov51; KK79688.
- FISHER, JOE ©.**
I am pleased to announce exclusive distribution of the new Portlander Dodge. (Automobile) Adv. from the Oregonian. © 3May52; KK74979.
- FISHER FLOURING MILLS COMPANY ©.**
Brides, their mothers, and other brides of yesteryear, too. Fisher's Biskit mix. Adv. from the Los Angeles mirror. Appl. author: Trevor H. Evans. © 7May52; KK75777.
Cake flour. Fisher's. Net wt. 2 lbs. Label. Appl. author: Bernice O. Redington. © 23Jun52; KK75038.
If you can boil water you can cook Zoom. Instant cooking whole wheat cereal. Adv. Appl. author: Trevor H. Evans. © 16Oct52; KK79350.

The more you use the more economical your meals. Fisher's Blend. Enriched flour. Adv. Appl. author: Trevor H. Evans. © 13Nov52; KK80586.

Pancakes, waffles mix no. 27 contains shortening for tenderness. Adv. © 6Nov52; KK80862.

The quickest mix of all. Fisher's all-purpose Biskit Mix. Adv. Appl. author: Trevor H. Evans. © 13Nov52; KK80585.

FISHER'S PRODUCTS COMPANY ©.

Hard corn plaster. Fisher's best known remedy for hard corns and callouses. Label. Appl. author: John C. Saleen. © 2Jan51; KK75600.

Ointment. Fisher's. Net wt. 2 oz. (Medical product) Label. Appl. author: John C. Saleen. © 2Jan51; KK75602.

Tabletas yerbales laxantes. Fisher's. Laxative carminative herbal tablets. Contents: 40 tablets. Label. Appl. author: John C. Saleen. © 2Jan51; KK75601.

FISKE (J. W.) IRON WORKS ©.

Metal work by Fiske. 18th century charm for the home of today -- cast iron verandas and railings. (Ornamental iron, bronze and other metals) 11 p. © 10Nov52; KK79407.

FITCH Division, Grove Laboratories, inc. SEE Grove Laboratories, inc. Fitch Division.

FITZGERALD ADVERTISING AGENCY.

Any way you look at it ... SEE Wembley, inc.

For more profits open a Wembley tie department. KK77836. SEE Wembley, inc.

I love a guy in a Wembley tie. SEE Wembley, inc.

Increase neckwear sales. KK76889. SEE Wembley, inc.

It's graduation blue, extra sales for you. KK75568. SEE Wembley, inc.

Mark-up. Your mark-up is protected pre-ticketed. KK74987. SEE Wembley, inc.

Nor-East Non-Crush pre-sold. KK75648. SEE Wembley, inc.

Nor-East Non-Crush quality. KK75647. SEE Wembley, inc.

Nor-East Non-Crush ties. KK76520. SEE Wembley, inc.

Nor-East Non-Crush Turnover. KK76519. SEE Wembley, inc.

Pre-sold. The moment you order Wembley ties, Wembley advertising, Wembley styling and Wembley merchandising go to work for you. KK74989. SEE Wembley, inc.

Selling fast. Wembley jersey ties of finest one-piece construction. KK74986. SEE Wembley, inc.

The tie that quality made famous. KK74934. SEE Wembley, inc.

Turnover, America's fastest selling neckwear. SEE Wembley, inc.

Turnover; with the Wembley label they sell faster. SEE Wembley, inc.

Turnover with Wembley ties. KK77040. SEE Wembley, inc.

Wembley panel pleats pre-sold by Wembley advertising. KK77837. SEE Wembley, inc.

What's new in neckwear to go with brown ... grey ... blue? KK78361. SEE Wembley, inc.

FITZGIBBONS BOILER COMPANY, INC. ©. The Fitzgibbons boiler. R-Z-U Junior. Folder. © 15Sep52; KK77605.

FLAMINGO.

Soft plastic patch repair kit. Flamingo. Label. © Matthew V. Smith, t.a. Flamingo; 7Oct52; KK78104.

FLEER (FRANK H.) CORPORATION ©.

Dubble Bubble whistle promotion. (Chewing gum) Label. © 16May52; KK76037.

Free ... two tone whistle with 5 pieces of Fleer's Dubble Bubble. (Chewing gum) Label. © 2Jun52; KK76013.

Fun with Dubble Bubble chewing gum. Fleer's. Label. © 24Mar52; KK76012.

Fun with gum. Dubble Bubble gum. (Chewing gum) Label. © 13Jun52; KK76036.

Treat the kids on Halloween. Fleer's Dubble Bubble. (Chewing gum) Label. © 24Jun52; KK75229.

FLEMING, JOHN CARLYLE.

Every kitchen deserves one; Bruce laminated hardwood Chop Block. KK80177. SEE Bruce (E. L.) Company.

FLEX-O-GLASS, inc., d.b.a. Warp Bros. SEE Warp Brothers.

FLITE-TRONICS, INC. ©.

Flite-Tronics MB-3 aircraft marker beacon receiver. Folder. © 30Apr52; KK78447.

FLOREEN, ADE-ROLFE.

Thermocouple calculator. KK76228. SEE Leeds and Northrup Company.

FLORIDA FASHIONS, INC. ©.

Florida Fashions. Fall, 1952 styles. (Clothing) 30 p. Appl. author: Jack Danowitz. © 12Jul52; KK75931.

Lowest price in years. Florida Fashions. For better quality cottons reg. up to 4.98 ea ... (Dresses) Adv. Appl. author: Jack Danowitz. © 15Jun52; KK75839.

Lowest price in years. Florida Fashions. Sale for better quality cottons reg. 2.98, 3.98 ... (Women's dresses) Adv. Appl. author: Jack Danowitz. © 22Jun52; KK75840.

Sale bulletin. Summer-fall. (Clothing) Sheet. Appl. author: Jack Danowitz. © 13Aug52; KK76229.

Sale, prices slashed on new summer styles. Florida Fashions. (Clothing) Pamphlet. Appl. author: Jack Danowitz. © 16Jun52; KK75841.

6th anniversary sale. Florida Fashions. Best buys of the year. (Women's clothing) 31 p. Appl. author: Jack Danowitz. © 5Sep52; KK75806.

Wonderful styles, wonderful values. Florida Fashions. (Women's clothing) 31 p. Appl. author: Jack Danowitz. © 17Oct52; KK78505.

FLORSHEIM, Harold Milton. SEE Florsheim Shoe Company.

FLORSHEIM SHOE COMPANY.

Stock styles for men. Fall and winter 1952-53. Florsheim shoes. 44 p. Appl. author: Harold Milton Florsheim. © The Florsheim Shoe Co.; 16Aug52; KK77419.

Styles of the times. Florsheim shoes. Pamphlet. Appl. author: Harold Milton Florsheim. © The Florsheim Shoe Co.; 13Aug52; KK77418.

FOAM RUBBER CENTER ©.

Foam Rubber Center again sets the pace in presenting a handsome settee ... (Foam rubber products) Adv. from the New York times, Sept. 21, 1952, p. 88. Appl. author: Mann-Ellis, inc. © 21Sep52; KK77983.

Foam Rubber Center again sets the pace in presenting the Leeko pull-over convertible to sleep two. Adv. from the New York times, Oct. 5, 1952, p. 54. Appl. author: Mann-Ellis, inc. © 5Oct52; KK79212.

Foam Rubber center presents for the first time these two great values; Foam rubber Sleep-two Convertible. Adv. from New York times, Nov. 30, 1952, p. 73. Appl. author: Mann-Ellis, inc. © 30Nov52; KK80084.

Foam Rubber Center sets a high standard in modern furniture design. (Foam rubber products) Adv. from New York times, Oct. 12, 1952, p. 107. Appl. author: Mann-Ellis, inc. © 12Oct52; KK78153.

It's all foam rubber. New web base lounge bed. (Foam rubber products) Adv. from New York times, Aug. 3, 1952, p. 55. Appl. author: Mann-Ellis, inc., Advertising. © 3Aug52; KK75971.

Special sale, repeated by popular request. (Foam rubber products) Adv. from New York times, June 22, 1952, p. 54. Appl. author: Mann-Ellis, inc. © 22Jun52; KK75518.

Summer sale. Repeated by popular request. (Foam rubber products) Adv. from New York times, Aug. 10, 1952, p. 62. Appl. author: Mann-Ellis, inc. © 10Aug52; KK76499.

FOLEY (RICHARD A.) ADVERTISING AGENCY, INC.

An advanced design of lead-antimonial batteries in plastic. KK78024. SEE C and D Batteries, inc.

C & D Slyver-Clad industrial truck batteries. KK78013. SEE C and D Batteries, inc.

Motorized lift truck batteries. KK75934. SEE C and D Batteries, inc.

PlasticCell fire alarm batteries. KK76245. SEE C and D Batteries, inc.

FOLTZ-WESSINGER, INC.

Industrial cork products. KK78106. SEE Dodge Cork Company, inc.

Vinyl-cork tile, the new flooring that combines the best features of both vinyl and cork. KK78107. SEE Dodge Cork Company, inc.

You're walking on air; Dodge Vinyl-Cork tile. KK80155. SEE Dodge Cork Company, inc.

FOOTE, CONE AND BELDING.

Anytime, anywhere, so easy to have smart-looking haircuts for only 3¢ each. KK80233. SEE International Latex Corporation. Precision Products Division.

Aunt Sylvia finds the villain. KK76672. SEE Purex Corporation, ltd.

Belittle your middle. KK75150. SEE Cole of California, inc.

December forecast; more Rheingold extra dry customers in your store than ever before. KK80228. SEE Liebmann Breweries, inc.

FOOTE, CONE AND BELDING. Cont'd.

- Don't go through another sleepless summer night -- get rid of your hot, old-fashioned pillow now. KK76304. SEE International Latex Corporation.
- Election prediction: more votes, more voters, more Rheingold business for you. SEE Liebmman Breweries, inc.
- For every bride, for every groom -- only Playtex has the pillow just right for every type of sleeper. KK79621. SEE International Latex Corporation.
- For men, women, children, professional-looking haircuts at home for as little as 3¢ a haircut. KK80513. SEE International Latex Corporation. Precision Products Division.
- For mothers, fathers, children. KK80509. SEE International Latex Corporation. Precision Products Division.
- For sound, healthful sleep, for bright-eyed good mornings, sell Playtex, world's sleepingest pillow. KK80516. SEE International Latex Corporation.
- For swimmers only. KK75155. SEE Cole of California, inc.
- For value, for long wear, for looks and luxury smart brides choose Playtex. KK79876. SEE International Latex Corporation.
- Heavenly bodies. SEE Cole of California, inc.
- H-m-m, let's see, king size for Aunt Jane ... KK80515. SEE International Latex Corporation.
- It's changing the haircutting habits of the nation. KK80230. SEE International Latex Corporation. Precision Products Division.
- It's like giving a \$100 bill for Christmas. KK80234. SEE International Latex Corporation. Precision Products Division.
- It's like giving dad a hundred dollar bill on Father's Day. KK80235. SEE International Latex Corporation. Precision Products Division.
- July forecast: More Rheingold extra dry customers in your store than ever before. KK75546. SEE Liebmman Breweries, inc.
- June forecast: More Rheingold extra dry customers in your store than ever before! KK74980. SEE Liebmman Breweries, inc.
- Make her dreams come true in this Cole of California dry-off suit. KK75220. SEE Cole of California, inc.
- Make her dreams come true in this sheer Cole original. KK75219. SEE Cole of California, inc.
- Make her dreams come true with this Cole of California swim and play suit. KK75217. SEE Cole of California, inc.
- My beer is Rheingold, the dry beer. SEE Liebmman Breweries, inc.
- Note to newlyweds and gift-givers; for the years ahead, only the famous Playtex pillow gives you restful, healthful sleep like this. KK80121. SEE International Latex Corporation.
- November forecast: more Rheingold extra dry customers in your store than ever before. KK79664. SEE Liebmman Breweries, inc.
- Now. Elect Miss Rheingold, 1953 ... KK77815. SEE Liebmman Breweries, inc.

- Now families can actually save up to \$100 a year ... KK80229. SEE International Latex Corporation. Precision Products Division.
- October forecast: More Rheingold extra dry customers in your store than ever before. KK79001. SEE Liebmman Breweries, inc.
- Only a Playtex girdle lets you feel as free as this ... SEE International Latex Corporation.
- Our beer is Rheingold, the dry beer! KK76306. SEE Liebmman Breweries, inc.
- Season's greetings says Anne Hogan, Miss Rheingold 1952. KK80231. SEE Liebmman Breweries, inc.
- Strictly upper strata. KK75153. SEE Cole of California, inc.
- Tens of thousands now find 3 cents a haircut is all it costs. KK80512. SEE International Latex Corporation.
- These good-looking haircuts cost us only 3¢ each with the wonderful new Playtex home hair cutters. KK79877. SEE International Latex Corporation.
- This symbol alone doesn't make a famous motor car. KK76166. SEE Liebmman Breweries, inc.
- The top of the brew to you. SEE Gulf Brewing Company.
- Trend, the only fine-quality dishwashing product consistently sold at a bargain price ... KK78390. SEE Purex Corporation, ltd.
- Tri-Oomph in Tartans. KK75218. SEE Cole of California, inc.
- Vacation must for dad, mom, sis and junior. KK80232. SEE International Latex Corporation. Precision Products Division.
- We're actually saving \$100 a year and more on haircuts at home. KK79878. SEE International Latex Corporation.
- What makes it tick? KK77155. SEE Swiss Federation of Watch Manufacturers.
- What part of the brew tastes best to you? KK80386. SEE Gulf Brewing Company.
- Why a fine Swiss watch is such a loving gift. KK79622. SEE Swiss Federation of Watch Manufacturers.
- Why fine Swiss watches lead the watch fashion parade. KK79217. SEE Swiss Federation of Watch Manufacturers.
- Why most people want a fine Swiss watch. KK76164. SEE Swiss Federation of Watch Manufacturers.
- Why there's so much happiness in a fine Swiss watch. KK80227. SEE Swiss Federation of Watch Manufacturers.
- Would you dare bathe your baby in your dishwashing detergent? KK78711. SEE Purex Corporation, ltd.
- FORBES LITHOGRAPH MANUFACTURING COMPANY.
Ken rubber tile floors soften the miles you walk in your home. KK79159. SEE Kentile, inc.
- Marlite plastic finished wall and ceiling panels for beautiful, practical rooms. KK79834. SEE Marsh Wall Products, inc.
- Modernize with Marlite, plastic finish wall panels. KK79833. SEE Marsh Wall Products, inc.

FORBES SERTA PRODUCTS ©.

- Serta. Custom built headboards. (Beds) Poster. Appl. author: Louis Paransky. © 1Aug52; KK79910.
- FORD, Otto W. and Stewart W. Gainan, d.b.a. Ford-Gainan Advertising Agency. SEE Ford-Gainan Advertising Agency.
- FORD-GAINAN ADVERTISING AGENCY.
This will never happen to you if you are insured with Gainan's Dog House insurance. (Flowers) Card. © Ford-Gainan Advertising Agency (Otto W. Ford & Stewart W. Gainan); 24Nov52; KK80284.
- FORD MOTOR COMPANY ©.
Fiftieth anniversary. [Calendar with reproductions of original paintings by Norman Rockwell] (Automotive products) © 13Nov52; KK80123.
- Lincoln for 1953; your guide to modern motoring. (Automotive) 64 p. © 22Nov52; KK80122.
- 1952 Lincoln lubrication guide. (Automotive products) Poster. © 13Jun52; KK75818.
- 1952 Mercury lubrication guide. (Automotive products) Poster. © 13Jun52; KK75817.
- The registered mechanic story. Each Lincoln and Mercury car is a composite ... (Automotive products) Label. © 1Sep52; KK77565.
- FOR-DOM, INC. ©.
Know your car like an expert. The new easy Motormaster way. (Automobile manual, handbook) Sheet. © 16Jan52; KK78787.
- FOREIGN LIQUORS, LTD. ©.
Muley Jones, plantation wine. Grape wine with added natural flavor. Label. © 25Jul52; KK75650.
- FOREST LAWN MEMORIAL-PARK ASSOCIATION, INC. ©.
Both in one place. The valley's own mortuary-cemetery. (Mortuary services and cemetery) Adv. from Van Nuys news, May 26, 1952, p. 3. © 26May52; KK75146.
- Have you examined your lawn vase recently. Forest Lawn flower shop. Card. © 8Dec52; KK80391.
- The Last Supper window, telescope key chain ... in full natural color. Label. © 10Jul52; KK76835.
- The Living Book. 8 dramatic motion pictures in color with dialogue and music. Adv. from Church management, Oct. 1952, p. 23. © 10Oct52; KK78755.
- Now open, only minutes away, the valley's own mortuary-cemetery. (Mortuary services and cemetery property) Adv. from Fortnight magazine, Apr. 28, 1952, p. 22. © 28Apr52; KK75940.
- Thanksgiving flowers. To love is to remember. Folder. © 12Nov52; KK79400.
- The valley's newest mortuary within a cemetery. (Mortuary services) Adv. from Van Nuys news, Van Nuys, Calif. May 12, 1952, p. 9. © 12May52; KK74925.
- Why not the best when it costs so little? (Mortuary services) Adv. from L. D. S. directory, 1952, 13th ed., p. 7. © 16Jul52; KK75654.
- Why not the best when it costs so little? (Mortuary services & cemetery property) Adv. from the Episcopal review, Sept. 1952, p. 2. © 1Sep52; KK78803.

FORMAN AND GUMNER COMPANY, INC. ©.
Forman and Gummer. Horse shoe designs (Clothing) Label. Appl. author: Hirshon-Garfield, inc. © 8Mar47; KK77162.

FORSBERG (H.) COMPANY.

Improve every painting operation with X-I-M Flash Bond, the superior seal and bond. Folder. Appl. author: Harry Forsberg. © Harry Forsberg & Sophie Zale, d.b.a. H. Forsberg Co.; 29Aug52; KK77458.

Protect and beautify your home with exclusive X-I-M. (Paint primer & sealer) Folder. © Harry Forsberg & Sophie Zale, d.b.a. H. Forsberg Co.; 9Oct52; KK79135.

FORSBERG, Harry, and Sophie Zale, d.b.a. H. Forsberg Co. SEE Forsberg (H.) Company.

FORSTMANN WOOLEN COMPANY ©.

Contrasting fall woollens by Forstmann in new short coat and separates. Adv. from Vogue pattern book, Aug.-Sept. 1952, p. 2 of cover. Appl. author: Monroe F. Dreher, inc. © 25Jul52; KK77724.

Costume theme, Forstmann's bright wool dress with black and white tweed coat. (Woollens) Adv. from Vogue pattern book, autumn-winter 1952, p. 9. Appl. author: Monroe F. Dreher, inc. © 9Sep52; KK77723.

FOSTER, R. J.

To all lovers of beautiful house plants. KK78042. SEE Welch Nurseries.

FOUR-H FOODS COMPANY ©.

4-H brand oleomargarine. 1 lb. net. Label. Appl. author: D. C. Hernndon. © 14Aug52; KK77729.

FOX, R. J.

Snap a cap from a cool, refreshing bottle of Coors. KK75843. SEE Coors (Adolph) Company.

FRANKEN, ERICH.

Dragging your tots to the shoe store for their fittings ... KK79956. SEE Cox (Herbert) Shoes.

FRANKLIN PROCESS COMPANY ©.

A unique yarn and yarn dyeing service. 15 p. Appl. author: George T. Metcalf. © 1Dec52; KK80390.

FRANZ, ALEX T.

Cul, Culliga, Culligan, the greatest name in water conditioning. KK77127. SEE Culligan Zeolite Company.

Culligan Cul-matic, the finest automatic-feature water softener on the market today. KK77121. SEE Culligan Zeolite Company.

Culligan economy model water softener. KK77123. SEE Culligan Zeolite Company.

Culligan offers you soft water 2 ways. KK77124. SEE Culligan Zeolite Company.

Culligan standard water softener. KK77122. SEE Culligan Zeolite Company.

Every sale of Culligan soft water service or Culligan home-owned softeners will get you valuable merchandise "points" in the big new Culligan salesman-serviceman event. KK77120. SEE Culligan Zeolite Company.

The greatest name in soft water service. KK78638. SEE Culligan Zeolite Company.

The truth about home-owned water softeners. KK77125. SEE Culligan Zeolite Company.

Washes. Cul cleans; the new all-purpose Sudsation ... KK79768. SEE Culligan, inc.

You could offer a \$1000 reward. KK77126. SEE Culligan Zeolite Company.

Your market needs a second look. KK77128. SEE Culligan Zeolite Company.

FREDERICKS, E. R.

The Montecito sportswear story. KK75886. SEE Montecito Apparel, inc.

FREDERICK'S OF HOLLYWOOD, INC. ©.

Fashion. (Ladies' apparel) Holiday issue 1952. © 5Nov52; KK79115.

Preview of fabulous fashions, new low prices, sensational values. (Ladies' apparel) Pamphlet. © 8Jul52; KK75742.

Strictly personal styles. (Ladies' apparel) Pamphlet. © 3Sep52; KK77385.

FREEDMAN, Eugene, d.b.a. Gene Freedman Company. SEE Freedman (Gene) Company.

FREEDMAN (GENE) COMPANY.

Lykawood, in the new decorative striated design. (Plastic flower planters) Sheet. © Eugene Freedman, d.b.a. Gene Freedman Co.; 15Mar52; KK75564.

FREEMAN, DAVID A.

Biggest fabric finishing news in 18 years. KK78237. SEE Davis Specialties, inc.

Bishop automatic porous-cake Filter-Powdr-Feedr system for drycleaning plants. KK78246. SEE Bishop (G. H.) Company.

Clothes carts, reel and Bag-O-Teer save 50 % of handling time. KK75302. SEE Bishop (G. H.) Company.

Fastest handling method known. KK78245. SEE Bishop (G. H.) Company.

Plant-proved efficiency accessories for more production in less space at least cost in faster time. KK75301. SEE Bishop (G. H.) Company.

Presses need spares too. KK75604. SEE Davis Specialties, inc.

Unit sorting increases production 50 o/o. KK78247. SEE Bishop (G. H.) Company.

World's finest pressing surface ... KK75605. SEE Davis Specialties, inc.

FRENCH-AMERICAN BAKERY, INC. ©.

Puente, French-American Bakery, inc. Real sour dough French bread. Min. wt. 1 lb. 6 1/2 oz. (Eiffel Tower design) Label. Appl. author: Celeste Esquerre. © 2Mar52; KK75986.

FRENCHMAN, Harold, t.a. Circle Affiliated Services. SEE Circle Affiliated Services.

FREUND (MORTON) ADVERTISING AGENCY, INC.

Balanced tailoring makes Timely clothes look better longer. KK79992. SEE Timely Clothes, inc.

What makes this man well dressed? SEE Timely Clothes, inc.

FREYBERG, J. G.

Wheelco data book and catalog. KK75303. SEE Barber-Colman Company. Wheelco Instruments Division.

FREYBERG (G., H. AND E.) INC. ©.

Dol-Lee togs; designed for a child, to fit a doll. Label. Appl. author: George Freyberg. © 6Jun52; KK76822.

FREYBERG, George. SEE Freyberg (G., H. and E.) inc.

FRIDEN CALCULATING MACHINE COMPANY, INC. ©.

Engineers and designers depend on the Friden in factory production. (Automatic calculator) Adv. from Time, Aug. 4, 1952, p. 66. Appl. author: J. Walter Thompson Co. © 1Aug52; KK76015.

It's so much easier to figure inventory on the Friden. The thinking machine of American business. (Automatic calculator) Adv. from Time, Nov. 3, 1952, p. 99. Appl. author: J. Walter Thompson Co. © 31Oct52; KK79007.

FRIEND-SLOANE ADVERTISING, INC.

Another famous Scout-Text first. KK75333. SEE Scout-Text, inc.

FRONTIER MANUFACTURING COMPANY ©.

Steel. Frontier a symbol of quality. Shelving, parts bins, equipment. 15 p. Appl. author: C. D. Hannum. © 30May52; KK76113.

FROZEN FOOD INSTITUTE, INC. ©.

Antarctic tenderloin whale steak. One pound net. Label. Appl. author: Gordon H. Bryant. © 25Oct52; KK79333.

FRY, B. L.

New invention now ready, the Jiffy Circline fluorescent lamp. KK75556. SEE Jiffy Fluorescent Light Company.

FULLER, THOMAS R.

Dealers' price list & buying index, effective September 15, 1952. KK77964. SEE Moe Light, inc.

Retail price list & buying index, effective September 15, 1952. KK77965. SEE Moe Light, inc.

Stunning contemporary lighting by Moe Light. KK77962. SEE Moe Light, inc.

Wholesalers' price list & buying index-Zone A, effective September 15, 1952. KK77963. SEE Moe Light, inc.

FULLER AND SMITH AND ROSS, INC.

Are you in on this great new idea? KK80326. SEE International Silver Company.

Factory fresh delivery, thanks to the Evans auto-loader. KK80329. SEE Evans Products Company.

Eow Evans loading equipment returns revenue to the rails. KK80330. SEE Evans Products Company.

I want Rogers sterling in my house. SEE International Silver Company.

Rogers sterling [silver] is sending you a 2-way surprise package. KK77115. SEE International Silver Company.

Sell gifts that repeat. KK80325. SEE International Silver Company.

These coffee pots went to college to give you new coffee deliciousness. KK80328. SEE Aluminum Cooking Utensil Company.

FULLER AND SMITH AND ROSS, INC. Cont'd.
2 sure-fire Rogers sterling [silver] specials with a sure-fire promotion. SEE International Silver Company.

What's the big silver news today?
KK77116. SEE International Silver Company.

FULTON BAG AND COTTON MILLS ©.

Save grain; save bags. Fulton Rat-scat repellent treated bags. (Textile bag) Adv. from the Rice Journal, June 1952, p. 34. Appl. author: Herbert Argyle Rogers.
© 5Jun52; KK75740.

FUNNELL, WALTER L.

Aboglas, a new Natvar class B composite insulation with exceptional toughness and flexibility. KK79846. SEE Natvar Corporation.

FUQUA, OSBORNE A. ©.

Baseball sweepstakes score card. Puffin ready to bake biscuits. Card. © 7Jul52 (in notice: 1951); KK77668.

Baseball sweepstakes score card; win \$100.00 cash daily. (Food) Card. © 27Jul52; KK79852.

Baseball sweepstakes score card. Win \$100.00 cash daily. (Sales promotion for stores) Card. © 2Jul52 (in notice: 1951); KK77671.

Baseball sweepstakes \$6,000.00 cash prizes; daily cash prizes of \$100.00. (Food, gasoline) Adv. from the Dallas morning news, June 22, 1952, p. 10. © 22Jun52; KK79715.

Baseball sweepstakes. \$6,000 in cash prizes ... Baseball sweepstakes score card. Puffin ready to bake biscuits. Adv. from the Dallas morning news. © 23Jun52 (in notice: 1951); KK77670.

Football sweepstakes score card. Free, \$6000.00 in cash prizes. (Food) Card. © 10Sep52; KK79716.

Football sweepstakes. \$6,000 cash prizes. (Food, gasoline, etc.) Adv. from the Dallas morning news, Sept. 23, 1951, p. 3. © 23Sep51; KK77669.

New Year's day football bowl sweepstakes grand prize - latest model 4-door Daiser deluxe. [Score card] Card. © 1Jan52; KK79851.

Your Chevrolet automobile and truck merchant. Johnson Bros. Chevrolet Co. Card. © 12Sep51; KK77667.

FURY MANUFACTURING COMPANY ©.

3 hooking combinations. Fury. (Fishing tackle) Sheet. Appl. author: John Thomas. © 1Jun52; KK78168.

G

G. H. P. COMPANY.

El Producto. (Cigars) Label. © G. H. P. Cigar Co., inc.; 15Oct52; KK78186.

I always feel like an El Producto. Anytime I feel like more enjoyment ... Adv. Appl. author: William H. Weintraub & Co., inc. © G.H.P. Cigar Co., inc., d.b.a. G.H.P. Co.; 29Oct52; KK79926.

I always feel like an El Producto. Anytime I feel like more enjoyment ... (Cigars) Adv. Appl. author: William H. Weintraub & Co., inc. © G.H.P. Cigar Co., inc., d.b.a. G.H.P. Co.; 10Sep52; KK80033.

I always feel like an El Producto. Anytime I feel like more enjoyment ... (Cigars) Adv. Appl. author: William H. Weintraub & Co., inc. © G. H. P. Cigar Co., inc., d.b.a. G. H. P. Co.; 17Sep52; KK79765.

It's a gift. Incomparable example of the fine art of selecting just the right gift for a man is the El Producto cigar album. Adv. from Sales management, Nov. 1, 1952, p. 107. Appl. author: William H. Weintraub & Co., inc. © G.H.P. Cigar Co., inc., d.b.a. G.H.P. Co.; 1Nov52; KK80023.

G. S. C.

Golden State brand holiday dessert Snowballs. (Ice cream) Label. Appl. author: Guild, Bascom & Bonfigli. © Golden State Co., ltd., d.b.a. G. S. C.; 17Nov52; KK79869.

GAINAN, Stewart W. and Otto W. Ford, d.b.a. Ford-Gainan Advertising Agency. SEE Ford-Gainan Advertising Agency.

GALENES, HARRY A.

Zolanite protective powder protects against damp, destroys odors instantly, retards mold. KK80598. SEE Zola Products Company, inc.

GANT, DALLAS ©.

The Caballero desert dry blotters. (Stationery) Label. © 1Oct52; KK78017.

GANZ (A. J.) COMPANY.

Drayp towel bar. Up to stay in minutes, no tools needed. Card. © Albert J. Ganz, d.b.a. A. J. Ganz Co.; 18Sep52; KK77813.

GANZ, Albert J., d.b.a. A. J. Ganz Company. SEE Ganz (A. J.) Company.

GARTON, Kate L. and Lillian H. Coll, D.B.A. Colgar and Company. SEE Colgar and Company.

GARY, ALFRED.

More profits from your livestock when you use Vit-A-Way livestock fortifier. KK75353. SEE Vit-A-Way, inc.

GASCHE, FRED.

High pressure Autoclaves, valves and fittings. KK80311. SEE Autoclave Engineers, inc.

High pressure pumps, hand and motor driven. KK76818. SEE Autoclave Engineers, inc.

GASKELL, Alberta S. and Charles E.

Gaskell, co-owners of Alberta's Ceramic Studio. SEE Alberta's Ceramic Studio.

GASKELL, Charles E. and Alberta S.

Gaskell, co-owners of Alberta's Ceramic Studio. SEE Alberta's Ceramic Studio.

GATE CITY AWNING WINDOW SALES COMPANY OF TEXAS.

Every home deserves Gate City awning windows, at least in these 3 rooms. (Wood awning windows) Sheet. Appl. author: Erle Racey & Associates. © The Gate City Awning Window Sales Co. of Texas; 1Sep52; KK78559.

Faithful guardian against dust, wind, rain, cold. Open, perfect ventilation; closed, true weathertightness. (Wood awning windows) Sheet. Appl. author: Erle Racey & Associates. © The Gate City Awning Window Sales Co. of Texas; 1Sep52; KK78560.

GATES RUBBER COMPANY.

Industrial news. (Rubber goods) Folder. Appl. author: Grosvenor Ayres Kennedy. © The Gates Rubber Co.

Aug. 1952. © 16Jul52; KK75876.
Sept. 1952. © 16Aug52; KK77831.
Oct. 1952. © 15Sep52; KK79110.
Nov. 1952. © 15Oct52; KK79108.
Dec. 1952. © 15Nov52; KK79953.

Industrial reporter. (Rubber goods) Folder. Appl. author: Grosvenor Ayres Kennedy. © The Gates Rubber Co.
Sept. 1952. © 20Aug52; KK77046.
Nov. 1952. © 20Oct52; KK79109.

V-Belt dealer. Gates. (Rubber goods) Folder. Appl. author: William Samuel Hattwick. © The Gates Rubber Co.
July 1952. © 15Jul52; KK75821.

GATEWAY TOURS.

Gateway Airlark circle tour of the United States. (Travel service) Folder. Appl. author: Frank A. Turbet. © Gateway Tours, Simmons Tours, owners; 26May52; KK78840.

GAYLORD CONTAINER CORPORATION ©.

Rocket Cadet fun mask. Label. © 8Oct52; KK78721.

Tiger fun mask. (Paper bags or sacks) Label. © 8Oct52; KK78688.

Witch fun mask. Label. © 8Oct52; KK78722.

GAYLORD PRODUCTS, INC. ©.

Actual photos show the big difference between Gayla nylon hair nets and all other brands. Adv. from American druggist, Sept. 1, 1952, p. 75. © 1Sep52; KK78565.

He'll never get to first base. The best seller in bobby pins is Gayla Hold-Bob. Adv. from American druggist, Aug. 4, 1952, p. 60. © 4Aug52; KK76318.

Here is the proof. Actual photos now show you why women prefer Gayla nylon hair nets over all other brands. Adv. from Chain store age, Nov. 1952, p. 97. © 1Nov52; KK79970.

Me too! Me too! ... It's a proven fact, the best seller in bobby pins is Gayla Hold-Bob. Adv. from Notion & novelty review, Oct. 1952, p. 75. © 1Oct52; KK78566.

Re-elected. The choice of women of America by a big plurality over all other brands. Gayla Hold-Bob. (Bobby pins & hairpins) Adv. from Chain store age, Nov. 1952, p. 27. © 1Nov52; KK79969.

Seeing is believing! Actual photos now show you why women prefer Gayla nylon hair nets. Adv. from Notion & novelty review, Oct. 1952. © 1Oct52; KK78567.

She knows the difference, do you? Gayla hair nets. Adv. from American druggist, Aug. 4, 1952, p. 76. © 4Aug52; KK76317.

She knows the difference, do you? Gayla nylon hair nets. Adv. from Chain store age, June 1952, p. 97. © 1Jun52; KK75766.

She knows the difference, do you? Gayla nylon hair nets. Adv. from Chain store age, July 1952, p. 168. © 1Jul52; KK75175.

There's a better way to do it. Gayla Hold-Bob. (Bobby pins and hairpins) Adv. from Chain store age, July 1952, p. 14. © 1Jul52; KK75174.

What are the odds? ... It's a proven fact, the best seller in bobby pins is Gayla Hold-Bob. Adv. from American druggist, Sept. 1, 1952, p. 87. © 1Sep52; KK78564.

Where to, mister? Gayla Hold-Bob. (Hairpins and bobby pins) Adv. from Chain store age, June 1952, p. 14. © 1Jun52; KK75767.

GEMEX COMPANY ©.

Gemextra. 35th anniversary issue, June 1952. Are wrist watches here to stay? (Watch bands) Folder. Appl. author: Harold Reiss. © 20May52; KK74948.

GENERAL AMERICAN TRANSPORTATION CORPORATION ©.

Design, construction, application and general operation of Louisville rotary drying equipment. Bulletin no. 66. 17 p. Appl. author: Weiss & Geller, inc. © 1Aug52; KK79577.

Equipment for the process industries. General American. 23 p. Appl. author: Weiss & Geller, inc. © 10Jul52; KK75655.

GENERAL ANILINE AND FILM CORPORATION ©.

Anso x-ray film time-temperature developing chart for use with Liquadol developer. Card. Appl. author: Harry Panko, Jr. © 7Jul52; KK76293.

GENERAL ARMATURE AND MANUFACTURING COMPANY ©.

Generator, starting motor, armature and field coil applications for passenger cars, trucks and tractors. 20 p. Appl. author: LeRoy Hoffman Yoxthelmer. © 15May52; KK75864.

GENERAL BAKING COMPANY ©.

Bond enriched bread. Net weight 12 ozs. [Red & white wrapper] Label. © 26Sep52; KK80410.

Starlet special formula bread. Net wt. 1 lb. Label. © 14Oct52; KK79129.

GENERAL CABLE CORPORATION ©.

And a little child shall lead them. Ever notice how a youngster picks his playmates? (Cables) Adv. from the Detroit free press, Sept. 2, 1952, p. 32. Appl. author: Hicks & Greist, inc. © 2Sep52; KK79274.

A declaration of dependence. We, the American people ... (Cables) Adv. from Republican National Convention, official convention program, 1952, p. 4 of cover. Appl. author: Hicks & Greist, inc. © 7Jul52; KK75244.

Your vote is your voice in your government. (Electrical cable) Adv. from the New York times, Oct. 31, 1952, p. 13. Appl. author: Hicks & Greist, inc. © 31Oct52; KK79006.

GENERAL ELECTRIC COMPANY ©.

G-E arc welding electrodes, for mild, high-tensile and stainless steels, ... (Welding equipment) 48 p. © 7Jul52; KK75227.

G-E electronics research helps protect America's critical edge in the battle of productivity. Adv. from the Saturday evening post, Nov. 22, 1952, p. 59. Appl. author: Maxon, inc. © 22Nov52; KK79778.

A new loan switch for 720-cycle control systems. (Electrical equipment) Folder. "A preprint from Oct. 1952 Distribution magazine." © 16Sep52; KK78044.

Slide rule for determining line-drop compensator settings. Calculator. A G-E voltage regulator for every application. Card in envelope. © 22Sep52; KK78415.

GENERAL ELECTRIC COMPANY. ADV. AND SALES PROMOTION DEPARTMENT ©. A decalcomania, GEL-1134. (Welding equipment) Label. © 17Oct52; KK79356.

New Hudson Falls plant helps meet growing demand for capacitors. Adv. from Distribution magazine, Oct. 1952. © 20Sep52; KK79280.

GENERAL FIREPROOFING COMPANY.

Are you losing money in your office every day? Good metal business furniture is a good investment. Adv. from Time, Aug. 4, 1952, p. 69. © The General Fireproofing Company; 31Jul52; KK76747.

Bowery Savings Bank employees eat in Goodform. (Aluminum chairs) Adv. from Institutions magazine, Oct. 1952, p. 115. © The General Fireproofing Co.; 10Oct52; KK78405.

Covering materials for Goodform aluminum chairs. Folder. © The General Fireproofing Company; 6May52; KK76748.

GF sectional bookcases. Folder. © The General Fireproofing Company; 8Jul52; KK76749.

Good metal business furniture is a good investment. General Fireproofing, will tell this to your customers 34,000,000 times in the next 12 months. Folder. © The General Fireproofing Co.; 4Jun52; KK75752.

Good metal office furniture is a wise investment. GF, General Fireproofing. Adv. from Time, June 9, 1952, p. 101. © The General Fireproofing Co.; 5Jun52; KK75750.

Good office furniture is like good factory tools. GF, General Fireproofing. (Metal office furniture) Adv. from Time, July 7, 1952, p. 65. © The General Fireproofing Co.; 3Jul52; KK75751.

Goodform greets and seats you at Chicago's Conrad Hilton. (Aluminum chairs) Adv. from Institutions magazine, July 1952, p. 121. © The General Fireproofing Company; 30Jun52; KK76751.

Goodform, popular at Michigan State. In a chair Goodform means lasting value. Goodform aluminum chairs. Adv. from Institutions magazine, June 1952, p. 89. © The General Fireproofing Co.; 2Jun52; KK75753.

How can you meet the rising costs of office work? General Fireproofing, foremost in metal business furniture. Adv. from Time, Oct. 27, 1952, p. 123. © The General Fireproofing Co.; 23Oct52; KK80453.

Is there much absenteeism in your office? General Fireproofing, foremost in metal business furniture. Adv. from Time, Nov. 24, 1952, p. 51. © The General Fireproofing Co.; 20Nov52; KK80452.

Luncheon special is Goodform at Nash-Kelvinator. (Aluminum chairs) Adv. from Institutions magazine, Sept. 1952, p. 58. © The General Fireproofing Co.; 2Sep52; KK78408.

Wells College girls cheer Goodform chairs. Aluminum chairs. Adv. from Institutions magazine, Nov. 1952, p. 66. © The General Fireproofing Co.; 3Nov52; KK80454.

What do your customers think of your office? Good metal business furniture is a good investment. Adv. from Time, Sept. 1, 1952, p. 75. © The General Fireproofing Co.; 28Aug52; KK78407.

What do your employees think of your office? Good metal business furniture is a good investment. Adv. from Time, Sept. 29, 1952, p. 89. © The General Fireproofing Co.; 25Sep52; KK78406.

You'll enjoy Goodform seating at the Roosevelt. (Aluminum chairs) Adv. from Institutions magazine, Aug. 1952, p. 121. © The General Fireproofing Company; 1Aug52; KK76750.

GENERAL FOODS CORPORATION ©.

Active people enjoy Bire-ley's fruit flavor drinks. (Non-alcoholic beverage) 12-sheet poster. Appl. author: Young & Rubicam, inc. © 1Jul51; KK75823.

At last, here's my idea of grand orange juice. In orange juice, too, Birds Eye is best. Adv. from Daily news, New York, Mar. 12, 1952, p. 53. Appl. author: Young & Rubicam, inc. © 12Mar52; KK76658.

At last, here's my idea of grand orange juice. In orange juice, too, Birds Eye is best. Adv. from Daily news, New York, Mar. 19, 1952, p. 61. Appl. author: Young & Rubicam, inc. © 18Mar52; KK76657.

Big Birds Eye money-savers. Birds Eye frosted foods. Adv. from the Kansas City star, Kansas City, Mo., Apr. 10, 1952, p. 12. Appl. author: Young & Rubicam, inc. © 10Apr52; KK76648.

Big Birds Eye money-savers. Birds Eye frosted foods. Adv. from Oakland tribune, Oakland, Calif., Apr. 10, 1952, p. 30. Appl. author: Young & Rubicam, inc. © 10Apr52; KK76645.

Big Birds Eye money-savers! Birds Eye frosted foods. Adv. from the Evening bulletin, Philadelphia, Apr. 9, 1952, p. B 23. Appl. author: Young & Rubicam, inc. © 9Apr52; KK76650.

Big Birds Eye money-savers! Birds Eye frosted foods. Adv. from the Hartford times, Apr. 10, 1952, p. 34. Appl. author: Young & Rubicam, inc. © 10Apr52; KK76649.

Big Birds Eye money-savers. Birds Eye frosted foods. Adv. from the Miami herald, Miami, Fla., Apr. 10, 1952, p. 6. Appl. author: Young & Rubicam, inc. © 10Apr52; KK76647.

Big Birds Eye money-savers! Birds Eye frosted foods. Adv. from the Philadelphia inquirer, Apr. 10, 1952, p. 25. Appl. author: Young & Rubicam, inc. © 10Apr52; KK76646.

Biggest Birds Eye bargains ever offered. Birds Eye frosted foods. Adv. from Chicago daily news, June 12, 1952, p. 28. Appl. author: Young & Rubicam, inc. © 12Jun52; KK77574.

Brother, this orange juice is the real thing. In orange juice, too Birds Eye is best. Adv. from the Evening bulletin, Philadelphia, Apr. 3, 1952, p. 32. Appl. author: Young & Rubicam, inc. © 3Apr52; KK76652.

Exciting, limited-time offer. Full size Army-type goggles. New Post's Corn-fetti, the jolly new cereal with the magic sugar coat. Adv.

- GENERAL FOODS CORPORATION ©. Cont'd.
- from Montgomery Journal, Montgomery, Ala., June 26, 1952, p. 10. Appl. author: Young & Rubicam, inc. © 26Jun52; KK79495.
- Farm-fresh special. Big economy buy. Birds Eye peas. (Frozen foods) Adv. from New York daily news, May 8, 1952, p. 68. Appl. author: Young & Rubicam, inc. © 8May52; KK76573.
- Jolly new cereal with magic sugar coat. Post's Corn-fetti. Adv. from Columbus dispatch, Columbus, Ohio, May 11, 1952. Appl. author: Young & Rubicam, inc. © 11May52; KK76572.
- Jolly new cereal with magic sugar coat. Post's Corn-fetti. Adv. from Columbus dispatch, Columbus, Ohio, June 8, 1952. Appl. author: Young & Rubicam, inc. © 8Jun52; KK77571.
- Jolly new cereal with magic sugar coat. Post's Corn-fetti. Adv. from Columbus dispatch, Columbus, Ohio, June 29, 1952. Appl. author: Young & Rubicam, inc. © 29Jun52; KK77570.
- Kernel-fresh blanched Virginia peanuts. Net wt. 7 oz. Label. © 29Sep52; KK79419.
- Love brownies? Eat your brownies and learn to bake them too ... Baker's chocolate. Folder. © 19Sep52; KK79566.
- Man! I really get a charge out of this orange juice! Birds Eye concentrated orange juice. Adv. from Daily news, New York, Apr. 24, 1952, p. 64. Appl. author: Young & Rubicam, inc. © 24Apr52; KK76643.
- Mom calls this her yummy 1-2-3 dinner. Birds Eye frosted foods. Adv. from Life, May 12, 1952. Appl. author: Young & Rubicam, inc. © 9May52; KK76578.
- Mom says it's the work-free wonder vegetable. Birds Eye chopped spinach. Adv. from the American weekly, Apr. 6, 1952, p. 18. Appl. author: Young & Rubicam, inc. © 6Apr52; KK76666.
- New. Amazing. The world's first truly free-pouring salt. Weather-pruf. Adv. from Orlando evening star, Orlando, Fla., June 26, 1952, p. 8. Appl. author: Benton & Bowles, inc. © 26Jun52; KK76147.
- New Birds Eye dinner for 4. Birds Eye frosted foods. Adv. from Western family, May 1, 1952, p. 33. Appl. author: Young & Rubicam, inc. © 1May52; KK76655.
- New easier to chew. Grape-Nuts. (Hippo. Cereal) 24-sheet poster. © 20May52; KK75535.
- New exciting taste-thriller all cooked for you. Birds Eye frosted foods fish sticks. Adv. from Erie times, Erie, Pa., June 19, 1952, p. 26. Appl. author: Young & Rubicam, inc. © 19Jun52; KK77576.
- New exciting taste-thriller all cooked for you. Now pre-cooked fish sticks. Birds Eye frosted foods. Adv. from Erie times, Erie Pa. June 5, 1952. Appl. author: Young & Rubicam, inc. © 5Jun52; KK76576.
- New low prices on the most delicious green beans you ever tasted. Birds Eye. (Frozen foods) Adv. from the Grand Rapids press, June 19, 1952, p. 29. Appl. author: Young & Rubicam, inc. © 19Jun52; KK77572.
- Now at new low price Birds Eye broccoli spears. (Frozen foods) Adv. from the Boston globe, June 12, 1952, p. 22. Appl. author: Young & Rubicam, inc. © 12Jun52; KK77568.
- Now at new low price Birds Eye broccoli spears. (Frozen foods) Adv. from the Miami herald, June 19, 1952, p. 12. Appl. author: Young & Rubicam, inc. © 19Jun52; KK77573.
- Now at new low price the most delicious lima beans and broccoli you ever ate. Birds Eye frosted foods. Adv. from San Francisco news, June 12, 1952. Appl. author: Young & Rubicam, inc. © 12Jun52; KK77567.
- Now, Birds Eye orange juice in handy carry-home paks. (Frozen foods) Adv. from the Evening bulletin, Philadelphia, June 12, 1952, p. 29. Appl. author: Young & Rubicam, inc. © 12Jun52; KK77577.
- Now, Birds Eye orange juice in handy carry-home paks. (Frozen foods) Adv. from the Philadelphia bulletin, June 10, 1952. Appl. author: Young & Rubicam, inc. © 10Jun52; KK77566.
- Now's the time for Jell-O. Adv. from Schenectady union-star, Schenectady, N. Y., Apr. 15, 1952, p. 12. Appl. author: Young & Rubicam, inc. © 15Apr52; KK76640.
- Now's the time for Jell-O. Ever watch a child dig into a dish of Jell-O? (Frozen foods) Adv. from Life, May 5, 1952. Appl. author: Young & Rubicam, inc. © 2May52; KK76571.
- Now's the time for Jell-O. Hey, take it easy, Junior. Adv. from Western family, May 15, 1952, p. 6. Appl. author: Young & Rubicam, inc. © 15May52; KK76569.
- Now's the time for Jell-O. Jell-O is a budget-blessing these days. (Frozen foods) Adv. from Life, May 19, 1952. Appl. author: Young & Rubicam, inc. © 16May52; KK76570.
- Now's the time for Jell-O. Oh, lady, we know just how you feel! Adv. from Life, Apr. 7, 1952. Appl. author: Young & Rubicam, inc. © 4Apr52; KK76642.
- Now's the time for Jell-O. Oops! Putting on a little weight, eh? (Frozen foods) Adv. from Life, Apr. 21, 1952. Appl. author: Young & Rubicam, inc. © 18Apr52; KK76641.
- Now's the time for Jell-O. While you're bending down, bend an ear. Adv. from Life, June 30, 1952. Appl. author: Young & Rubicam, inc. © 27Jun52; KK76611.
- Ounce for ounce, your best buy is Birds Eye. At reduced prices now! Strawberries. Adv. from Western family, Apr. 3, 1952, p. 23. Appl. author: Young & Rubicam, inc. © 3Apr52; KK76659.
- Recipe for bang-up picnic eatin' on the beach, in the woods, at home. Birds Eye frosted foods. Adv. from Life, June 30, 1952. Appl. author: Young & Rubicam, inc. © 27Jun52; KK76577.
- Ready-to-cook Birds Eye chicken dinner. (Frozen foods) Adv. from New York daily news, May 15, 1952, p. 74. Appl. author: Young & Rubicam, inc. © 15May52; KK76574.
- Startling new pie idea. Oh illus. of fruit pies with recipes on verso (Minute tapioca) Streamer. © 14Oct52; KK79565.
- Sw-well he-man dinner mom can fix in minutes. Birds Eye frosted foods. Adv. from Cleveland plain dealer pictorial magazine, Mar. 23, 1952, p. 30. Appl. author: Young & Rubicam, inc. © 23Mar52; KK76662.
- They're right, this orange juice is the best-tasting of all. In orange juice too, Birds Eye is best. Adv. from Daily news, New York, Apr. 8, 1952, p. 45. Appl. author: Young & Rubicam, inc. © 8Apr52; KK76654.
- To stay on top, stock the top line. Birds Eye frosted foods. Adv. from Food merchants advocate, Mar. 1952, p. 24. Appl. author: Young & Rubicam, inc. © 15Mar52; KK76653.
- We grow our Birds Eye peas in soil that makes them extra-tasty. (Frozen foods) Adv. from New York herald tribune, Feb. 24, 1952, p. 28. Appl. author: Young & Rubicam, inc. © 24Feb52; KK76580.
- We select special seed that will grow tender, slender, bright green beans. Birds Eye frosted foods. Adv. from New York journal American, Feb. 10, 1952. Appl. author: Young & Rubicam, inc. © 10Feb52; KK76579.
- What have you got to say to the folks of Walla Walla? Birds Eye frosted foods. Adv. from Union-bulletin, Walla Walla, Wash., Feb. 17, 1952, p. 13. Appl. author: Young & Rubicam, inc. © 17Feb52; KK76661.
- Who would dream Brussels sprouts could make such a difference? Birds Eye frosted foods. Adv. from Life, Apr. 14, 1952. Appl. author: Young & Rubicam, inc. © 11Apr52; KK76660.
- Yes-siree-bob, I really go for this orange juice. In orange juice, too, Birds Eye is best. Adv. from Daily news, New York, Mar. 26, 1952, p. 63. Appl. author: Young & Rubicam, inc. © 26Mar52; KK76651.
- You never tasted such thrillers. Birds Eye frosted foods fish sticks. Adv. from Erie, Pa., times, June 26, 1952, p. 17. Appl. author: Young & Rubicam, inc. © 26Jun52; KK77575.
- Your best buy is Birds Eye. In fruit juices ... (Frozen foods) Adv. from Western family, June 5, 1952, p. 33. Appl. author: Young & Rubicam, inc. © 5Jun52; KK76575.
- GENERAL MILLS, INC. ©.
- Betty Crocker chocolate devils food cake mix. 1 1/4 lbs. net wt. Label. (Series 13-A) © 60Oct52; KK79864.
- Betty Crocker honey spice cake mix. 1 1/4 lbs. net wt. Label. (Series 1-A) © 30Sep52; KK79863.
- Betty Crocker ginger bread mix. 1 1/2 oz. net wt. Label. (Series 10A) © 10Oct52; KK79866.
- Betty Crocker of General Mills says: this year give food. Ferg giant ad. (Food products) Posters. © 21Aug52; KK78402.
- Betty Crocker pie crust mix. 9 oz. net wt. Label. (Series 16) © 70Oct52; KK79867.
- Betty Crocker white cake mix. 1 1/4 lbs. net wt. Label. (Series 1-A) © 60Oct52; KK79862.
- Betty Crocker yellow cake mix. 1 1/4 lbs. net wt. Label. (Series 1-A) © 80Oct52; KK79865.

Budget balancing sale. Ferg giant ad. (Food products). Posters. © 15Apr52; KK75422.

Food carnival. Ferg giant ad. (Food products). Posters. © 15May52; KK75420.

Softasilk cake flour. Net wt. 44 oz. Label. (Series 43-A) © 3Apr52; KK75426.

Softasilk cake flour. Net wt. 44 oz. Label. (Series 43-B) © 3Apr52; KK75427.

Softasilk cake flour. Net wt. 44 oz. Label. (Series 43-C) © 3Apr52; KK75428.

Softasilk cake flour. Net wt. 44 oz. Label. (Series 43-D) © 3Apr52; KK75429.

Summer sale. Ferg giant ad. (Food products). Posters. © 28Apr52; KK75430.

T. V. means to you, terrific values. Ferg giant ad. (Food products). Posters. © 15May52; KK75421.

Wheaties. George L. Mikan, Minneapolis Lakers', Mr. Basketball. Net wt. 1 oz. (Cereal) Label. (Series no. 85 D-D) © 13Mar52; KK75425.

Wheaties. Johnny Lujack, Chicago Bears ace quarterback. Net wt. 1 oz. (Cereal) Label. (Series no. 85 B-B) © 13Mar52; KK75423.

Wheaties. Sam Snead, famous golf champion. Net wt. 1 oz. (Cereal) Label. (Series no. 85 G-C) © 13Mar52; KK75424.

GENERAL PACKAGING COMPANY.

Seat-ease pad. (Seat cushion) Label. © Hercules Membrino, d.b.a. General Packaging Co.; 21Jul52; KK80389.

GENERAL PETROLEUM CORPORATION ©.

Beat 'em every time, usin' Mobilgas. (Gasoline) Adv. from Sunset, Nov. 1950, p. 17. © 25Oct50; KK78940.

GERDTS (H. J.) COMPANY, INC.

Free, lovely orchids, exquisite compacts. KK79690. SEE East River Savings Bank.

In only 3 years, 11 months, \$1000 cash plus \$1000 life insurance immediately. KK79692. SEE Bronx Savings Bank.

Introducing the new insured-savers plan; \$1000 cash in only 3 years, 11 months ... KK79121. SEE Bronx Savings Bank.

\$1000 cash, \$1000 life insurance. KK78724. SEE Bronx Savings Bank.

Tomorrow is Ladies Day. KK79691. SEE East River Savings Bank.

GERMAINE NOVELTY COMPANY ©.

Stop-Slip your shoulder bag. No slip, no wear at shoulder. Easy to apply on any strap. Label. Appl. author: John A. Haelen. © 27May52; KK75382.

GERMANOW-SIMON MACHINE COMPANY, INC. ©.

Don't cut your profits, fit all crystals in your own store. G-S watch crystals. Catalog no. 52. 52 p. © 15May52; KK75357.

GERNT COMPANY.

Gerco melting tanks. Electric cylindrical and rectangular melting tanks to meet standard as well as special requirements. Sheet. Appl. author: Advisors, Inc. © The Gernt Co.; 15Jul52; KK75828.

Strippable Peel Coat, hot dip plastic coatings, protective applications. Permanent coating for tools, dies,

gauges, etc. Sheet. Appl. author: Advisors, Inc. © The Gernt Co.; 15Jul52; KK75827.

GERSHEN, ABE.

U. S. Air Force insignia chart. KK75966. SEE Vanguard Military Equipment Company.

U. S. Army insignia chart. KK75965. SEE Vanguard Military Equipment Company.

GERTH, EDWIN P.

Bohannon does it again. KK76021. SEE Bohannon (David D.) Organization.

GETZ, AL.

Presto Fix. KK75023. SEE Deneen Industries.

Presto Shine. KK75022. SEE Deneen Industries.

GEYER ADVERTISING, INC.

She doesn't care. KK78778. SEE Continental Oil Company.

GEYER, NEWELL AND GANGER, INC.

Elmer is going to work for you. KK76358. SEE Continental Oil Company.

Expert service men say: I got the story on 50,000 miles - no wear service. KK76360. SEE Continental Oil Company.

A fighting chance at survival for America's most stately bird. KK76361. SEE Continental Oil Company.

Hard right rudder. KK77113. SEE Continental Oil Company.

I got Conoco's new 1-2-3 50,000 miles no wear service. KK76348. SEE Continental Oil Company.

Men who depend on their cars say: I got the story on 50,000 miles - no wear and changed to new Conoco super motor oil. KK76359. SEE Continental Oil Company.

New car dealers say: I got the story on 50,000 miles - no wear and changed to new Conoco super motor oil. KK76343. SEE Continental Oil Company.

Now, get my new 1-2-3 50,000 miles no wear service. SEE Continental Oil Company.

Robot spy. KK76347. SEE Continental Oil Company.

Then I got Conoco's new 1-2-3 50,000 miles no wear service. KK76349. SEE Continental Oil Company.

Traveling salesmen say: I got the story on 50,000 miles - no wear and changed to new Conoco super motor oil. KK76341. SEE Continental Oil Company.

Why zip, zip, zip when one zip does it. SEE Zippo Manufacturing Company.

GIANNINOTA, FRANK.

Eagle brand sweetened condensed milk. KK77063. SEE Borden Company.

GIBBONS-O'NEILL, INC.

I see a bright future for you, Ophelia. KK77686. SEE St. Marys Woolen Manufacturing Company.

GIBLIN, KATHERINE M.

It's here at last. KK78624. SEE Yarn-Apart Company, Inc.

GIBSON REFRIGERATOR COMPANY ©.

Beautiful new diamond jubilee Gibson refrigerators. Folder. © 15Oct51; KK75875.

Brilliantly beautiful, everlastingly convenient, diamond jubilee Gibson electric ranges. Folder. © 15Oct51; KK75874.

Diamond jubilee, Gibson big 10 cubic foot Defrost-o-Matic refrigerator-freezer combination. Folder. © 15Oct51; KK75871.

Diamond jubilee, Gibson big 13 cubic ft. home freezer. Folder. © 15Oct51; KK75872.

Diamond jubilee, Gibson Defrost-o-Matic refrigerators. Folder. © 15Oct51; KK75873.

Diamond jubilee, Gibson home freezers, a sparkling invitation to better living. Folder. © 15Oct51; KK75870.

GIDDINGS AND LEWIS MACHINE TOOL COMPANY ©.

Continuous feed facing and boring heads for G. & L. horizontal boring, drilling and milling machines. 7 p. © 28Jan52; KK77651.

50 series floor type horizontal boring, drilling and milling machines. 27 p. © 9May52; KK77656.

42 inch vertical turret lathe. 7 p. © 30Jun52; KK77650.

G & L no. 50 table type horizontal boring, drilling and milling machine. 7 p. © 29Feb52; KK77655.

Machining six sides of a rectangular work piece in two setups. Bull. no. 50UA. (Machine tools) Folder. © 28Dec51; KK77654.

New Davis 8 position tool holder. Sheet. © 28Dec51; KK77653.

Rotary tables for G. & L. horizontal boring, drilling and milling machines. 7 p. © 28Jan52; KK77652.

GIFT Advertising Company. SEE Kirk, DeForest.

GILBERT PAPER COMPANY ©.

I shall never surrender. Gilbert bond. (Office stationery) Adv. from Fortune, June 1952, p. 201. Appl. author: Frank C. Nahser. © 29May52; KK75326.

None are so bold as the timid. A good letter is always better, written on a Gilbert bond. (Office stationery) Adv. from Fortune, Aug. 1952, p. 4. Appl. author: Frank C. Nahser. © 1Aug52; KK76441.

She changed America's mind. A good letter is always better-written on a Gilbert Bond. Adv. from Fortune, Dec. 1952, p. 41. Appl. author: Frank C. Nahser. © 28Nov52; KK80396.

Too brave to die ... A good letter is always better written on a Gilbert bond. (Office stationery) Adv. from Fortune, Feb. 1952, p. 139. Appl. author: Frank C. Nahser. © 25Jan52; KK75594.

Uncle Sam might not have been ... A good letter is always better, written on a Gilbert bond. (Office stationery) Adv. from Fortune, Oct. 1952, p. 255. Appl. author: Frank C. Nahser. © 26Oct52; KK80467.

GILES, GUY C.

Dag colloidal graphite for metal-working operations. KK79548. SEE Acheson Industries, Inc.

- GILL, MILDRED C.
Stock list, warehouse items, Cross standards of perforated steel. KK75790. SEE Cross Engineering Company.
- GILLESPIE, ARTHUR.
Brush on new walls over cracked plaster, with one easy, low-cost coat of Dramex. KK76690. SEE Reardon Company.
- Cracked walls like this, can look like this; one easy coat of Dramex fills cracks as it colors. KK80198. SEE Reardon Company.
- Easy to make cracked walls look new. KK80199. SEE Reardon Company.
- Great new Dramex ad campaign. KK76692. SEE Reardon Company.
- How Mrs. John D. Reaver ... re-finished cracked walls without replastering. KK76689. SEE Reardon Company.
- Seal walls against damaging moisture. KK76691. SEE Reardon Company.
- Ugly cracks disappear, walls look new, beautiful for as little as \$4.95 per room with one coat of Dramex. KK80200. SEE Reardon Company.
- GILLESPIE, MARJORIE ©.
Bombay beef kabobs, a delicacy of rajahs. Contents, 18. Label. Appl. author: William F. Gillespie, Jr. © 11Sep52; KK79643.
- Bombay chicken curry puffs, a delicacy of rajahs. Contents, one dozen. Label. Appl. author: William F. Gillespie, Jr. © 4Oct52; KK79644.
- GILLESPIE, William F., Jr. SEE Gillespie, Marjorie.
- GILLETTE COMPANY.
How're ya fixed for blades? Gillette Blue Blades. 10 blade dispenser, 20 shaving edges. (Safety razor blades) Poster. © The Gillette Co.; 6Oct52; KK78942.
- How're ya fixed for blades? Gillette Blue Blades we mean. (Sharpie display piece with metal hanger. Safety razor blades) Poster. © The Gillette Co.; 6Oct52; KK78943.
- How're ya fixed for blades? Gillette Blue Blades we mean. (Sharpie window poster. Safety razor blades) Poster. © The Gillette Co.; 9Oct52; KK78944.
- Tune in Gillette's cavalcade of sports broadcast. Johnny Bratton vs. Ralph Tiger Jones. Gillette Blue Blades. (Blades and dispenser) Adv. from the Sporting news, Dec. 3, 1952, p. 33. Appl. author: Maxon, inc. © The Gillette Co.; 28Nov52; KK80530.
- Tune in Gillette's cavalcade of sports broadcast. Johnny Gonsalves vs. Orlando Zulueta. Gillette Blue Blades. (Blades and dispenser) Adv. from the Sporting news, Nov. 26, 1952, p. 25. Appl. author: Maxon, inc. © The Gillette Co.; 21Nov52; KK80529.
- GILLETTE SAFETY RAZOR COMPANY ©.
Cavalcade of sports, Jim Hegan. Gillette Blue Blades. (Razor, blades and dispenser) Adv. from the American, Sept. 1952, p. 11. Appl. author: Maxon, inc. © 29Aug52; KK80521.
- Cavalcade of sports, Jim Hegan. Gillette Blue Blades. (Razor, blades and dispenser) Adv. from
- Fort Worth star telegram, Sept. 7, 1952. Appl. author: Maxon, inc. © 7Sep52; KK77910.
- Cavalcade of sports, Jim Hegan. Gillette Super-Speed razor and Blue Blade dispenser with safety compartment for used blades. Adv. from Country gentleman, Sept. 1952, p. 109. Appl. author: Maxon, inc. © 27Aug52; KK77915.
- Cavalcade of sports, Jim Hegan. Gillette Super-Speed razor and Blue Blade dispenser with safety compartment for used blades. Adv. from the Sporting news, Aug. 6, 1952, p. 36. Appl. author: Maxon, inc. © 1Aug52; KK77902.
- Cavalcade of sports, Johnny Longden. Gillette Blue Blades. (Razor, blades and dispenser) Adv. from Country gentleman, Dec. 1952, p. 84. Appl. author: Maxon, inc. © 26Nov52; KK80520.
- Cavalcade of sports, Larry Jansen. Gillette Super-Speed razor and Blue Blade dispenser with safety compartment for used blades. Adv. from the Saturday evening post, Aug. 2, 1952, p. 64. Appl. author: Maxon, inc. © 30Jul52; KK77917.
- Cavalcade of sports, Larry Jansen. Gillette Super-Speed razor and Blue Blade dispenser with safety compartment for used blades. Adv. from True, Sept. 1952, p. 69. Appl. author: Maxon, inc. © 20Aug52; KK77907.
- Cavalcade of sports, Paul Richards. Gillette Blue Blades. (Razor, blades and dispenser) Adv. from the Detroit news, July 6, 1952. Appl. author: Maxon, inc. © 6Jul52; KK75953.
- Cavalcade of sports, Paul Richards. Gillette Blue Blades. (Razor, blades and dispenser) Adv. from the Sporting news, July 16, 1952, p. 40. Appl. author: Maxon, inc. © 11Jul52; KK75951.
- Cavalcade of sports, Paul Richards. Gillette Super-Speed razor and Blue Blade dispenser with safety compartment for used blades. Adv. from the American magazine, July 1952, p. 11. Appl. author: Maxon, inc. © 1Jul52; KK77908.
- Cavalcade of sports, Paul Richards. Gillette Super-Speed razor and Blue Blade dispenser with safety compartment for used blades. Adv. from the Saturday evening post, July 5, 1952, p. 85. Appl. author: Maxon, inc. © 2Jul52; KK77916.
- Cavalcade of sports, Tom Fears. Gillette Blue Blades. (Razor, blades and dispenser) Adv. from Boys' life, Nov. 1952, p. 28. Appl. author: Maxon, inc. © 25Oct52; KK80519.
- Sure to please, sure to sell Gillette gifts for men. (Shaving supplies) Adv. from American druggist, Sept. 15, 1952, p. 71. Appl. author: Maxon, inc. © 1Sep52; KK77909.
- Sure to please, sure to sell Gillette gifts for men. (Shaving supplies) Adv. from Variety store merchandiser, Sept. 1952, p. 152. Appl. author: Maxon, inc. © 5Sep52; KK77911.
- To start you off on another profit-packed year. Gillette Blue Blades. (Razor, blades, dispenser) Adv. from Variety store merchandiser, Dec. 1951, p. 64. Appl. author: Maxon, inc. © 5Dec51; KK75952.
- Tune in Gillette's cavalcade of sports broadcast. Coley Wallace vs. Jimmy Bivins. Gillette Blue Blades
- (Blades and dispenser) Adv. from the Sporting news, Sept. 17, 1952, p. 38. Appl. author: Maxon, inc. © 12Sep52; KK77904.
- Tune in Gillette's cavalcade of sports broadcast. Dan Bucceroni vs. Dave Davey. Gillette Blue Blades. (Blades and dispenser) Adv. from the Sporting news, Oct. 15, 1952, p. 36. Appl. author: Maxon, inc. © 10Oct52; KK80523.
- Tune in Gillette's cavalcade of sports broadcast. Eddie Compo vs. Pat Marcune. Gillette Blue Blades. (Blades and dispenser) Adv. from the Sporting news, Nov. 5, 1952, p. 22. Appl. author: Maxon, inc. © 31Oct52; KK80526.
- Tune in Gillette's cavalcade of sports broadcast. Ernie Durando vs. Norman Hayes. Gillette Blue Blades. (Blades and dispenser) Adv. from the Sporting news, June 25, 1952, p. 28. Appl. author: Maxon, inc. © 20Jun52; KK75954.
- Tune in Gillette's cavalcade of sports broadcast. Ezzard Charles vs. Cesar Brion. Gillette Blue Blades. (Blades and dispenser) Adv. from the Sporting news, Oct. 22, 1952, p. 24. Appl. author: Maxon, inc. © 17Oct52; KK80524.
- Tune in Gillette's cavalcade of sports broadcast. George Araujo vs. Joe Brown. Gillette Blue Blades. (Blades and dispenser) Adv. from the Sporting news, Oct. 8, 1952, p. 24. Appl. author: Maxon, inc. © 30Oct52; KK80522.
- Tune in Gillette's cavalcade of sports broadcast. Gil Turner vs. Bobby Dykes. Gillette Blue Blades. (Blades and dispenser) Adv. from the Sporting news, Sept. 3, 1952, p. 34. Appl. author: Maxon, inc. © 29Aug52; KK77901.
- Tune in Gillette's cavalcade of sports broadcast. Henry Davis vs. Paddy DeMarco. Gillette Blue Blades. (Blades and dispenser) Adv. from the Sporting news, Nov. 19, 1952, p. 19. Appl. author: Maxon, inc. © 14Nov52; KK80528.
- Tune in Gillette's cavalcade of sports broadcast. Jake LaMotta vs. Danny Nardico. Gillette Blue Blades. (Blades and dispenser) Adv. from the Sporting news, Nov. 12, 1952, p. 23. Appl. author: Maxon, inc. © 7Nov52; KK80527.
- Tune in Gillette's cavalcade of sports broadcast. Johnny Bratton vs. Joe Miceli. Gillette Blue Blades. (Blades and dispenser) Adv. from the Sporting news, Oct. 29, 1952, p. 20. Appl. author: Maxon, inc. © 24Oct52; KK80525.
- Tune in Gillette's cavalcade of sports broadcast. Johnny Saxton vs. Maurice Harper. Gillette Blue Blades. (Blades and dispenser) Adv. from the Sporting news, Oct. 1, 1952, p. 39. Appl. author: Maxon, inc. © 26Sep52; KK77905.
- Tune in Gillette's cavalcade of sports broadcast. Sammy Giuliani vs. Harold Green. Gillette Blue Blades. (Blades and dispenser) Adv. from the Sporting news, Sept. 10, 1952, p. 36. Appl. author: Maxon, inc. © 5Sep52; KK77903.
- Tune in Gillette's cavalcade of sports broadcast. Willie Troy vs. Randy Sandy. Gillette Blue Blades. (Blades and dispenser) Adv. from the Sporting news, Sept. 24, 1952, p. 24. Appl. author: Maxon, inc. © 19Sep52; KK77906.

GILLUM, CURTIS M. ©

Glowax, more shine per dime, per time, a magnificent, unexcelled triple duty paste wax ... Label.
© 20Nov52; KK80276.

GIVEN MANUFACTURING COMPANY ©

All I said was, we're giving us a Waste King Pulverator. America's finest garbage disposer. Adv. from Life, Dec. 3, 1951, p. 95.
© 30Nov51; KK75049.

Builders have used over one million garbage disposers since 1947. Waste King Pulverator. Adv. from the Magazine of building, house & home edition, Apr. 1952, p. 180.
© 10Apr52; KK75383.

Just above a whisper. Quiet, just above a whisper. Waste King Pulverator. (Garbage disposers) Adv. from House beautiful magazine, Apr. 1952, p. 93. © 19Mar52; KK75384.

Quiet, just above a whisper. Waste King Pulverator. (Garbage disposers) Adv. from the Saturday evening post, June 28, 1952, p. 135. © 25Jun52; KK75983.

waste King introduces ... Eliminate garbage at point of origin. (Garbage disposers) Adv. from Institutions magazine, Apr. 1952, p. 41. © 1Apr52; KK80582.

GLADSTONE, ARTHUR.

Nylotwill. KK79096. SEE Gladtex Fabrics, inc.

GLADTEX FABRICS, INC. ©

Nylotwill. Gladtex. Longer wearing, ... (Textile fabric) Label. Appl. author: Arthur Gladstone.
© 21Jul52; KK79096.

GLEAMIT COMPANY ©

Gleamit silver polishing mits. Sheet. Appl. author: Martha von Gronau. © 31Aug52; KK78025.

GLEASON, JANE ©

The key to smart fashions. Jane Gleason. (Apparel in general, dresses, coats, suits) Label.
17May52; KK75964.

GLEN HALL BRANDS ©

Spice 'n' smoke seasoning & flavoring salt. Glen Hall brand. Net wt. 5 oz. Label. Appl. author: Theodore N. Kaufman. © 15Oct52; KK78750.

GLENCO CITRUS PRODUCTS, INC. ©

May we fresh-squeeze your orange juice for you? Vita-Pakt. (Bottle hanger) Sheet. Appl. author: Ringer & Associates, inc.
© 1Jul52; KK77924.

Pour yourself a glass of extra orange juice profit. Introducing Vita-Pakt. Pamphlet. Appl. author: Ringer & Associates, inc.
© 1Jul52; KK77923.

GLENCOE Distilling Company, d.b.a. Bardstown Distillery. SEE Bardstown Distillery.

GLENMORE DISTILLERIES COMPANY, INC.
Come and get it, no other bond can match that Kentucky Tavern taste. [Barbeque] (Whiskey) Adv. from Life, Sept. 1, 1952. Appl. author: D'Arcy Advertising Co. © The Glenmore Distilleries Co., inc.;
© 29Aug52; KK78568.

Decorates the finest homes. No other bond can match that Kentucky Tavern taste. (Whiskey) Adv. from Life, Mar. 17, 1952, p. 134. Appl. author: D'Arcy Advertising Co. © The Glenmore Distilleries Co.;
14Mar52; KK75521.

For the pleasure of the party.

Serve Kentucky Tavern and your party will be voted the most likely to succeed. [Political subject] (Whiskey) Adv. from Life, Oct. 6, 1952, p. 146. Appl. author: D'Arcy Advertising Co. © The Glenmore Distilleries Co., inc.; 30Oct52; KK78569.

No matter where you go, no other bond can match that Kentucky Tavern taste. (Whiskey) Adv. from Life, Apr. 14, 1952, p. 112. Appl. author: D'Arcy Advertising Co. © The Glenmore Distilleries Co.;
11Apr52; KK75520.

GLENN, JORDAN, STOETZEL, INC.

Crossbar, Kellogg's achievement of the century. KK78284. SEE Kellogg Switchboard and Supply Company.

A home owned store for home folks where the owner stands back of each sale. KK79211. SEE National Retail Hardware Association.

GLICKMAN, Sam, d.b.a. Consumers Supply & Plumbing Co. SEE Consumers Supply and Plumbing Company.

GLIDDEN COMPANY.

Dramatone, for vast new dimensions in color. Glidden Spred Satin. (Paint) Adv. from Fortune, June 1952, p. 177. Appl. author: Meldrum & Fewsmith, inc. © The Glidden Co.;
27Jun52; KK75967.

Glidden industrial review. (Industrial paint finishes) Appl. author: The Lee Donnelley Co. © The Glidden Co.

v. 2, no. 2. 8 p. © 29Aug52; KK77233.

v. 2, no. 3. 8 p. © 28Oct52; KK78691.

How to put your finger on more color sales this fall. Glidden Spred Satin. (Paint) Folder. Appl. author: Meldrum and Fewsmith, inc. © The Glidden Co.; 1Aug52; KK77096.

You can put your finger on exactly the colors you want in Spred Satin. (Paint) Adv. from Better homes and gardens, Sept. 1952, p. 191. Appl. author: Meldrum & Fewsmith, inc. © The Glidden Co.; 27Aug52; KK77508.

You can put your finger on exactly the colors you want. Spred Satin, the 100 o/o latex base paint. Adv. from the Saturday evening post, Oct. 4, 1952, p. 139. Appl. author: Meldrum and Fewsmith, inc. © The Glidden Co.; 10Oct52; KK78738.

GOERLICH'S ©

Take a shine to your muffler line. 7 cards. Appl. authors: Al Joseph & Western Auto Stores.
© 1Aug52; KK79709.

GOETTL BROTHERS ©

Watrls air conditioner. Phoenix, Ariz., air conditioning capitol. Label. © William Goettl, d.b.a. Goettl Bros.; 3Nov52; KK79573.

GOLD, HERMAN J.

Hot-Rod equipment, chromed carburetors, distributors, shock absorbers. KK75907. SEE Peak Products Manufacturing Company.

Peak brand carburetors, motor meter tested. KK75908. SEE Peak Products Manufacturing Company.

Peak brand reconditioned distributors. KK75906. SEE Peak Products Manufacturing Company.

GOLDBERG WHOLESALE SUPPLY CORPORATION ©
Better nail chart no. 1. Goldberg's. Counter display. Appl. author: Howard P. Robinson. © 29Sep52; KK78096.

Nail chart no. 2; know which nail you need, check the Goldberg chart. Label. Appl. author: Howard P. Robinson. © 29Oct52; KK79145.

GOLDEN State Co., Ltd., d.b.a. G. S. C. SEE G. S. C.

GOLDMAN, DANIEL E., sole owner Graemere Lamp Corporation. SEE Graemere Lamp Corporation.

GOLDSMITH, ERNEST H.
Miss Nineteen bread. KK78783. SEE Bakers Associates, inc.

Peter Wheat white enriched bread. KK78718. SEE Bakers Associates Incorporated.

GOLDSMITH, Louis, t.a. National Trade Chemicals Co. SEE National Trade Chemicals Co.

GOLDSTEIN, LEW.

Now pastels make it stronger than ever. KK79774. SEE Bauman and Stoll, inc.

GOODALL FABRICS, INC. ©

America's leading hotels turn to Goodall fabrics. (Drapery fabrics) Adv. from Hotel management, Nov. 1952, p. 143. Appl. author: Ruthrauff & Ryan, inc. © 1Nov52; KK80319.

Burl Goodall's famous plastic again the choice of Douglas for chrome dinettes. This is the newest ... Adv. from Retailing daily, Nov. 25, 1952, p. 13. Appl. author: Ruthrauff & Ryan, inc. © 25Nov52; KK79827.

Everywhere you go, you see Goodall Fabrics. (Upholstery, drapery, etc.) Adv. from America's textile reporter, Nov. 20, 1952, p. 58. Appl. author: Ruthrauff & Ryan, inc. © 20Nov52; KK80059.

The famous Goodall label known the world over for quality. Goodall fabrics serve hundreds of uses ... Adv. from America's textile reporter, Nov. 13, 1952, p. 2. Appl. author: Ruthrauff & Ryan, inc. © 13Nov52; KK79602.

Fashion select Goodall Paca-Point tweed-in-fleece colors. (Women's coats) Adv. from the New York times magazine, Sept. 14, 1952, p. 16. Appl. author: Ruthrauff & Ryan, inc. © 14Sep52; KK77368.

Field day for decorators. It's a frolic planning modern interiors around Goodall's new fantasy-touched hand print ... (Drapery fabrics) Adv. from Interiors, July 1952, p. 40. Appl. author: Ruthrauff & Ryan, inc. © 1Jul52; KK75693.

First in America! Goodall presents revolutionary, new inlayd plastics. Adv. from Retailing daily, Sept. 4, 1952, p. 15. Appl. author: Ruthrauff & Ryan, inc. © 4Sep52; KK77218.

Forsythia, new Goodall inspiration for unlined draperies. (Drapery fabric, etc.) Adv. from Interiors, Nov. 1952, p. 20. Appl. author: Ruthrauff & Ryan, inc. © 1Nov52; KK80061.

Goodall fabrics are the choice of leading hotels and clubs for longer wear, richer beauty, low-cost maintenance. (Drapery fabrics) Adv.

GOODALL FABRICS, INC. ©. Cont'd.
from the Hotel monthly, Oct. 1952,
p. 11. Appl. author: Ruthrauff &
Ryan, inc. © 10Oct52; KK78101.

Goodall Fabrics is proud of its long
association with century-old Rock
Island Railroad. (Upholstery
fabrics) Adv. from Railway age,
Oct. 13, 1952, p. 86. Appl. author:
Ruthrauff & Ryan, inc. © 13Oct52;
KK78255.

Goodall helps sell your furniture
faster. Berne Furniture Co. uses
Goodall fabrics tweedy Craig on
sectional pieces. Adv. from Re-
tailing daily, Oct. 2, 1952, p.
17. Appl. author: Ruthrauff &
Ryan, inc. © 20Oct52; KK77995.

Goodall helps sell your furniture
faster. (Upholstery fabric) Adv.
from Retailing daily, Sept. 18,
1952, p. 12. Appl. author:
Ruthrauff & Ryan, inc. © 18Sep52;
KK77369.

Goodall helps sell your furniture
faster. Portland Furniture Mfg.
Co. uses Goodall fabrics tweedy
graham on sofa and chair. Adv.
from Retailing daily, Oct. 16,
1952, p. 14. Appl. author:
Ruthrauff & Ryan, inc. © 16Oct52;
KK78254.

Goodall helps sell your furniture
faster. Shaw Manufacturing Co.
uses Goodall fabrics tweedy Angus
on sectional pieces. Adv. from Re-
tailing daily, Sept. 25, 1952, p.
17. Appl. author: Ruthrauff and
Ryan, inc. © 25Sep52; KK77713.

Goodall helps sell your furniture
faster these 4 ways. Wolverine Up-
holstery Co. provincial sofa fea-
tures Goodall fabrics Angus pile
tweed. Adv. from Retailing daily,
Oct. 23, 1952, p. 15. Appl. author:
Ruthrauff & Ryan, inc. © 23Oct52;
KK78791.

Goodall Kelmoor, new rice grain
fleece for women who love luxury.
(Women's coats) Adv. from the New
York times magazine, Sept. 21, 1952,
p. 3. Appl. author: Ruthrauff &
Ryan, inc. © 21Sep52; KK77712.

Goodall leads the fashion with
polished Velamona fabric for your
most elegant coat. (Women's coats)
Adv. from the New York times maga-
zine, Oct. 5, 1952, p. 14. Appl.
author: Ruthrauff & Ryan, inc.
© 5Oct52; KK78100.

Goodall-Sanford, inc. wins research
day award. (Drapery fabrics) Adv.
from America's textile reporter,
Oct. 30, 1952, p. 2. Appl. author:
Ruthrauff & Ryan, inc. © 30Oct52;
KK79180.

Goodall Seamloc "Sampson" in 22
colors. (Carpeting) Adv. from
Rug profits, Sept. 1952, p. 71.
Appl. author: Ruthrauff & Ryan,
inc. © 10Sep52; KK77319.

Goodall's new plastic Facette,
choice of Berkshire House for
dinettes featured at the market.
(Upholstery fabric) Adv. from
Retailing daily, Dec. 9, 1952,
p. 13. Appl. author: Ruthrauff
& Ryan, inc. © 9Dec52; KK80318.

Here's how Jackson Memorial Hospital
economizes the modern way. Good-
all fabrics cut maintenance, last
longer. Adv. from the Modern hos-
pital, Nov. 1952, p. 137. Appl.
author: Ruthrauff & Ryan, inc.
© 20Nov52; KK79171.

Here's how to prove to her that
your shop stands for quality.
Goodall. (Upholstery fabrics)

Folder. Appl. author: Ruth-
rauff & Ryan, inc. © 10Sep52;
KK77346.

How to be a success at selling more
coats. Kelmoor, Goodall Fabrics,
inc. Folder. Appl. author:
Ruthrauff & Ryan, inc. © 10Sep52;
KK77348.

How to be a success at selling more
coats. Paca-Point, exclusive
Goodall Fabrics, inc. Folder.
Appl. author: Ruthrauff & Ryan,
inc. © 10Sep52; KK77349.

Important news, only in Goodall
Seamloc carpet. 22 matching colors
in each of 4 carpet qualities.
Adv. from House and garden, Oct.
1952, p. 36. Appl. author:
Ruthrauff & Ryan, inc. © 10Sep52;
KK77318.

Kenmar chooses Goodall. Goodall
fabrics Craig hit of the June mar-
ket ... Adv. from Retailing daily,
Aug. 14, 1952, p. 7. Appl. author:
Ruthrauff & Ryan, inc. © 14Aug52;
KK76504.

Leading companies use Goodall blend-
ed-to-perform casement curtains.
The Chase National Bank is another
famous Goodall installation. (Fab-
rics) Adv. from Office management
and equipment, Oct. 1952, p. 2.
Appl. author: Ruthrauff & Ryan,
inc. © 10Oct52; KK78028.

New Goodall diagonal fleece. Goodall
Sycamore coat. Adv. from Chicago
Sunday tribune, picture section,
Sept. 28, 1952, p. 19. Appl. au-
thor: Ruthrauff & Ryan, inc.
© 28Sep52; KK77996.

New Hampshire Fire Insurance Company
uses Goodall casement curtains ex-
clusively. (Drapery fabric) Adv.
from Architectural record, Nov.
1952, p. 66. Appl. author: Ruth-
rauff & Ryan, inc. © 10Nov52;
KK79520.

Nomad Goodall plastics, successful
choice for Daystrom's coloramic fea-
tured at the markets. (Upholstery
fabric, etc.) Adv. from Retailing
daily, Dec. 4, 1952, p. 15. Appl.
author: Ruthrauff & Ryan, inc.
© 4Dec52; KK80060.

Now at the markets. Goodall fabrics
brings furniture manufacturers
and retailers revolutionary new
Inlayd plastics. (Upholstered
furniture) Adv. from Upholster-
ing, Dec. 1952, p. 14-15. Appl.
author: Ruthrauff & Ryan, inc.
© 1Dec52; KK80661.

Only Goodall Seamloc meets your
specifications with 4 carpet
qualities each in 22 colors. Adv.
from Architectural record, Oct.
1952, p. 316. Appl. author:
Ruthrauff & Ryan, inc. © 10Oct52;
KK78256.

So magnificent, you just know it's
Goodall. (Drapery fabric) Adv.
from House & Garden, Sept. 1952,
p. 13. Appl. author: Ruthrauff &
Ryan, inc. © 20Aug52; KK76505.

Trijets. New Goodall inspiration
for contemporary rooms. (Drapery
fabric, etc.) Adv. from
Interiors, Dec. 1952, p. 44.
Appl. author: Ruthrauff & Ryan,
inc. © 1Dec52; KK80660.

What "magic words" can turn shoppers
into long-time customers? Goodall.
(Fabrics) Folder. Appl. author:
Ruthrauff & Ryan, inc. © 10Sep52;
KK77347.

Woodcut, by Goodall. (Drapery fab-
rics, etc.) Adv. from Interiors,
Oct. 1952, p. 20. Appl. author:
Ruthrauff & Ryan, inc. © 10Oct52;
KK78790.

You did the chair, but will you get
the sofa? Goodall. (Upholstery
fabrics) Folder. Appl. author:
Ruthrauff & Ryan, inc. © 10Sep52;
KK77345.

GOODMAN, L. F. ©.
I want to mail you \$50.00 to
\$1,000.00 right away. Postal
Finance Company. (Personal loans)
Sheet. © 10Dec52; KK80356.

GOODWIN, JAMES J.
Introducing "Stretch," ArkSAFE's
crinkled kraft [paper] salesman.
KK77205. SEE Arkell Safety Bag
Company.

GOULD AND TIERNEY, INC.
Entertaining is easy with a Cook-a-
matic, says Elsa Maxwell. KK78023.
SEE Landers, Frary and Clark.
Take along your ruffles. KK76667.
SEE Landers, Frary and Clark.

GORDON, Melvin J., N. G. Stone and S.
Z. Gordon; forming the co-partnership
Manchester Hosiery Mills. SEE Man-
chester Hosiery Mills.

GORDON, S. Z., Melvin J. Gordon and N.
G. Stone; forming the co-partnership
Manchester Hosiery Mills. SEE Man-
chester Hosiery Mills.

GORHAM COMPANY ©.
Get out the vote buffet for solid
citizens all in favor of Gorham
Rondo. (Sterling silver) Adv.
from Mademoiselle magazine, Oct.
1952, p. 18. Appl. author: Mrs. C.
LeVathes. © 29Sep52; KK79271.

A happy marriage starts with love
and Gorham. (Sterling silver)
Adv. from Ladies' home journal,
Sept. 1952, p. 29. Appl. au-
thor: C. LeVathes. © 29Aug52;
KK77649.

How to have a Christmas gift spree
with very little money. Wonder-
ful gift ideas shown here: Gorham
sterling serving pieces ... Adv.
from Mademoiselle, Nov. 1952, p.
2 of cover. Appl. author: Mrs. C.
LeVathes. © 29Oct52; KK79584.

Introducing Gorham's new Thread of
Gold. (Sterling silver) Adv.
from House beautiful, Oct. 1952,
p. 173. Appl. author: Mrs. C.
LeVathes. © 17Sep52; KK77790.

New gift-inspiration. Gorham ster-
ling table accessories ... Adv.
from House beautiful, Oct. 1952,
p. 19. Appl. author: Mrs. C.
LeVathes. © 17Sep52; KK77791.

New pattern of great elegance Thread
of Gold; custom-crafted place-
settings and serving pieces in
solid silver with 18-karat gold.
Adv. from House beautiful magazine,
Nov. 1952, p. 1. Appl. author:
Mrs. C. LeVathes. © 17Oct52;
KK79585.

No better time than Christmas to
start her Gorham sterling. In-
spired Christmas gifts ... Adv.
from House beautiful magazine, p.
2 of cover. Appl. author: Mrs. C.
LeVathes. © 17Oct52; KK79588.

Pass it along the grapevine that you
want Gorham sterling. Pick your
Gorham pattern now ... Adv. from
Seventeen magazine, Nov. 1952, p. 2
of cover. Appl. author: Mrs. C.
LeVathes. © 1Nov52; KK79587.

GORTON HEATING CORPORATION ©.
Gorton system vaporizes and equal-
izes any steam heating system.

Bulletin no. 117. (Air valves for steam heating systems) Sheet. Appl. author: Henry A. Feil. © 4Dec52; KK80087.

Gorton valves are quick venting. Gorton vapor equalizing valves and air eliminators ... Bulletin no. 118. Sheet. Appl. author: Henry A. Feil. © 19Nov52; KK79735.

GOSEWEHR, Milton H. and Edward Detuncq, sole owners of Lust'r Kleen Corp. SEE Lust'r Kleen Corporation.

GOTHAM ADVERTISING COMPANY.
Because fine fabrics are the foundation of fashion ... KK75776. SEE Juilliard (A. D.) and Company.

Juilliard Alora. KK78570. SEE Juilliard (A. D.) and Company, inc.

Juilliard Flambeau. KK78573. SEE Juilliard (A. D.) and Company, inc.

Juilliard Lusteroy. KK77339. SEE Juilliard (A. D.) and Company.

Juilliard velvetene. KK77341. SEE Juilliard (A. D.) and Company.

Juilliard woolens. SEE Juilliard (A. D.) and Company, inc.

Velveteen. Frostone, enchanting new frosted velveteen, its arresting, dull-white overtone achieved exclusively by Juilliard. KK76098. SEE Juilliard (A. D.) and Company, inc.

Woolens. A distinguished flannel takes to color. SEE Juilliard (A. D.) and Company, inc.

Zephyroy ... KK76099. SEE Juilliard (A. D.) and Company, inc.

GOTHAM HOSIERY COMPANY, INC. ©.
Gotham Gold Stripe puts the sock in the Christmas package. (Hosiery) Adv. from Underwear & hosiery review, Oct. 1952. © 10Oct52; KK77935.

Gotham Gold Stripe stockings. More miles per gal. for young legs on the go. Sheet. © 25Oct52; KK78775.

So-o-o-o-o easy to care for. Gotham Gold Stripe nylon tricot lingerie. Sheet. © 25Oct52; KK78774.

Welcome G. G. S. The welcome mat is always out at Gotham Gold Stripe. (Hosiery) Sheet. © 12Sep52; KK78540.

GOTHAM OPERATING COMPANY, INC. ©.
Ivanhoe by Gotham, romantic coat inspired by M-G-M's Technicolor film pageant. Label. © 29Jul52; KK76788.

GOTTESMAN, GEORGE.
Gloss 8 pressing oil with lanolin. KK79807. SEE Sulfur-8 Chemical Company, inc.

GOULD (L. M.) COMPANY.
The original Sta-Cleen (perfumed) Toiletabs. (Sanitary toilet flush) Label. © L. M. Gould, d.b.a. L. M. Gould Co.; 30Sep52; KK78340.

2 Sta-Cleen Toiletabs. Instruction sheet. Net weight 2 ozs. when packed. (Sanitary toilet flush) Label. © L. M. Gould, d.b.a. L. M. Gould Co.; 30Sep52; KK78339.

GOULD, Louis Mark, d.b.a. L. M. Gould Company. SEE Gould (L. M.) Company.

GOULDING, ALBERT T.
For new ease, speed, utility, economy in steel and concrete fastening ... KK75613. SEE Ramset Fasteners, inc.

Slicker than a whistle, the new Ramset Jobmaster. KK75614. SEE Ramset Fasteners, inc.

GOVERNALE, SANDI ©.
They're here. Here are the ads you've been waiting for to keep your cash register ringing. (Advertising mats) Sheet. © 6Sep52; KK77922.

GRAEMERE LAMP CORPORATION.
Graemere the greatest name in lamps. Sheet. © Daniel E. Goldman, sole owner of the Graemere Lamp Corporation; 15Jul52; KK77171.

GRANAT BROTHERS ©.
Custom made diamond rings created in our own factory by skilled Granat craftsmen. Adv. from San Francisco examiner, Nov. 16, 1952, p. 3. © 16Nov52; KK79755.

Granat offers you the largest selection of large diamond platinum rings ... Adv. from San Francisco examiner, Dec. 21, 1952, p. 3. © 21Dec52; KK80637.

Large selections at Granat Bros. Wed-Lok ensembles; diamond engagement rings; diamond wedding rings. Adv. from San Francisco examiner, Nov. 30, 1952, p. 3. © 30Nov52; KK80290.

Lily of the Valley Wed-Lok diamond ensembles by Granat. Adv. from San Francisco examiner, Nov. 9, 1952, p. 3. © 9Nov52; KK79511.

The perfect way to say merry Christmas. Give the girl of your dreams an exquisite Granat ring set ... Adv. from San Francisco examiner, Dec. 7, 1952, p. 3. © 7Dec52; KK80584.

GRAND DUCHESS STEAKS, INC. ©.
4 flaked beef pattied steaks. Grand Duchess. Net weight 11 ozs. Label. Appl. author: Philip Nicholas DiNuoscio. © 15Sep52; KK78388.

GRAND RAPIDS HOUSE FURNISHING COMPANY ©.
King size living room furniture. Adv. from the Evening telegram, Superior, Wis., Sept. 30, 1952, p. 24. Appl. author: Clarence M. Skamser. © 30Sep52; KK78799.

GRANT, STUART.
Fire is your business too. KK76102. SEE Kidde (Walter) and Company, inc.

Fire protection, for the home, for industry, for business, for the farm. KK76103. SEE Kidde (Walter) and Company, inc.

Mechanical foam fire protection for flammable liquid storage tanks. KK78409. SEE Kidde (Walter) and Company, inc.

Total loss or temporary inconvenience. KK76104. SEE Kidde (Walter) and Company, inc.

GRANT ADVERTISING, INC.
Brand new. Now yellow. KK76152. SEE Cudahy Packing Company.

Compare the ingredients of all leading oleomargarines. SEE Cudahy Packing Company.

Here's good news. KK78433. SEE Cudahy Packing Company.

I've compared the ingredients of all leading oleomargarines. SEE Cudahy Packing Company.

Of all the leading margarines only Delrich is made with pasteurized sweet whole milk. KK76151. SEE Cudahy Packing Company.

GRANVILLE'S JEWELERS ©.
Granny Granville says: There are lots of close shaves in everyone's life, but there is no shave to equal the feeling of the close shave with the new Schick 20, electric shaver. Adv. from San Francisco examiner, Oct. 27, 1952, p. 52. © 27Oct52; KK78700.

GRAUER, Fred M., sole owner, Grauer Woodcrafts. SEE Grauer Woodcrafts.

GRAUER WOODCRAFTS.
Beverage butler, for house and garden use. (Server for iced tea, coffee, etc.) Sheet. © Grauer Woodcrafts, Fred M. Grauer, sole owner; 16Jun52; KK75278.

GRAVER TANK AND MANUFACTURING COMPANY, INC. GRAVER WATER CONDITIONING COMPANY DIVISION ©.
Packaged deaerating heater. Spray-tray type. Graver. Bull. WC-110. Folder. Appl. author: Edgar Fabian Cohen. © 28Nov52; KK80323.

GRAVER Water Conditioning Company Division, Graver Tank and Manufacturing Company, inc. SEE Graver Tank and Manufacturing Company, inc. Graver Water Conditioning Company Division.

GRAY, ALFRED SHIRLEY.
Pedigree and Dow Corning electrical insulating varnishes, sealers, paints, compounds. KK75961. SEE Insulation Manufacturers Corporation.

GRAY AND ROGERS ADVERTISING AGENCY.
Town Clock fabrics. KK75523. SEE Wood (George) Sons and Company.

GREEN, ALBERT L.
Sensational money-saving offer. KK79304. SEE Clover Lamp Company, inc.

Starliter. KK78321. SEE Clover Lamp Company, inc.

GREEN GIANT COMPANY ©.
Big man with the ladies. Niblets corn. Green Giant peas. Adv. from Family circle, Apr. 1952, p. 101. Appl. author: Leo Burnett Co., inc. © 27Mar52; KK75479.

Corn with the fiesta flavor. Niblets Mexicorn. Adv. from Metropolitan group of Sunday picture magazines, Apr. 6, 1952. Appl. author: Leo Burnett Co., inc. © 6Apr52; KK75480.

Cream style Del Maiz golden sweet corn. Green Giant brand. Contents 1 lb. 1 oz. Label. Appl. author: Ward H. Patton. © 25Aug52; KK78549.

Finest flavor on earth, Niblets sweet corn. Adv. from Life, May 19, 1952, p. 14. Appl. author: Leo Burnett Co., inc. © 16May52; KK75471.

5 dream-style dishes you can make with the Green Giant's cream-style corn. Adv. from Metropolitan group of Sunday picture magazines, Mar. 2, 1952. Appl. author: Leo Burnett Co., inc. © 2Mar52; KK75481.

Freshest peas you never shelled. Two pounds of fresh-picked peas in every can. Green Giant peas. Adv. from Ladies' home journal, Mar. 1952, p. 156. Appl. author: Leo Burnett Co., inc. © 28Feb52; KK75477.

Great value in good eating. Kounty Kist peas. Adv. from Look, Feb. 12, 1952, p. 12. Appl. author: Leo Burnett Co., inc. © 29Jan52; KK75472.

GREEN GIANT COMPANY ©. Cont'd.

Great value in good eating. Kounty Kist peas. Adv. from Look, Apr. 22, 1952, p. 61. Appl. author: Leo Burnett Co., inc. © 8Apr52; KK75473.

Happy meeting ground for the finest corn on earth. Niblets sweet corn. Adv. from Life, Mar. 17, 1952, p. 21. Appl. author: Leo Burnett Co., inc. © 14Mar52; KK75469.

I'm a stand-in for a real star. Green Giant peas. Niblets Mexicorn. Adv. from Family circle, Feb. 1952, p. 61. Appl. author: Leo Burnett Co., inc. © 31Jan52; KK75478.

Le Sueur brand. Very young whole kernel white corn country gentleman. Contents 12 oz. avoir. Label. Appl. author: Ward H. Patton. © 18Sep52; KK78548.

Niblets brand. Fresh corn off the cob. Contents 12 ounces avoir. (Canned corn) Label. Appl. author: Ward H. Patton. © 3Sep52; KK78547.

Niblets brand Mexicorn. Whole kernel corn, sweet red and green peppers. Contents 12 ounces avoir. Label. Appl. author: Ward H. Patton. © 3Sep52; KK78550.

Only the young, sweet and tender wear this label. Niblets corn. Adv. from Life, Jan. 21, 1952, p. 12. Appl. author: Leo Burnett Co., inc. © 18Jan52; KK75467.

Peanuts, peanuts, why don't they give me Kounty Kist peas. Adv. from Look, May 20, 1952, p. 49. Appl. author: Leo Burnett Co., inc. © 6May52; KK75474.

Reach for your sombrero. Niblets Mexicorn. (Corn and peppers) Adv. from Ladies' home journal, Feb. 1952, p. 102. Appl. author: Leo Burnett Co., inc. © 28Jan52; KK75476.

Sweet as a kiss - honest as mother earth. Good eating at a price that says buy plenty. Kounty Kist peas. Adv. from Look, June 17, 1952, p. 112. Appl. author: Leo Burnett Co., inc. © 3Jun52; KK75475.

Trellis brand early peas. Contents 1 lb. 1 oz. (Canned peas) Label. Appl. author: Ward H. Patton. © 20Jun52; KK78546.

A valentine should be so tender. Green Giant peas. Adv. from Life, Feb. 11, 1952, p. 116. Appl. author: Leo Burnett Co., inc. © 8Feb52; KK75468.

You've got a date with tenderness. Green Giant peas. Adv. from Life, Apr. 28, 1952, p. 88. Appl. author: Leo Burnett Co., inc. © 25Apr52; KK75470.

GREENE, ALFRED C.

Dual ignition for Ford V-8, Chevrolet, etc. KK78114. SEE Vulcan Motor Products, inc.

Generator and starter end plates for Ford and Mercury 1938 thru 1952. KK75815. SEE Vulcan Motor Products, inc.

Immediate delivery. KK79401. SEE Vulcan Motor Products, inc.

Speedometer cables. KK78413. SEE Vulcan Motor Products, inc.

Starter commutator end plates for Plymouth, Dodge, De Soto and many others. KK75814. SEE Vulcan Motor Products, inc.

GREENE, FRANK F. ©.

Cowboy-ranch folks. (Rubber stamps) Sheet. © 17Jun52; KK75351.

GREENE, Louis M., d.b.a. The Carter Manufacturing Company. SEE Carter Manufacturing Company.

GREENE, ROBERT B.

Save-A-Trip, baby shoe bronzing mailer. KK79822. SEE Bron-Shoe Company.

GREENEBAUM (M.) AND SONS ©.

Greenebaum's newest diamond shipment, brought to you direct from South Africa. (Imported diamonds) Adv. from the Evening sun, Baltimore, Dec. 5, 1952, p. 31. Appl. author: Kuff & Feldstein Advertising Agency. © 5Dec52; KK80176.

GREGOR CHOCOLATES, INC. ©.

Demi Tasse. Net wt. 8 ounces. (Chocolate confections) Label. © 16Jul52; KK75910.

GREGORY (WILLARD G.) AND COMPANY.

Weslock cylindrical locks. KK76024. SEE Westwood Manufacturing Company.

GRENNAN Bakeries, Division of Purity Bakeries Corporation. SEE Purity Bakeries Corporation. Grennan Bakeries Division.

GREY, ALAN L.

Lovers of fine silver will love Silva products. KK80576. SEE Silvalplate Corporation.

GREY ADVERTISING AGENCY, INC. ©.

Gifts that put stars in their eyes. (Cover of Christmas catalog) Sheet. © 1May52; KK75373.

GREY ADVERTISING AGENCY, INC.

For a weekend of double-rich pleasure only Cream of Kentucky gives you double rich taste. KK78973. SEE Schenley Distributors, inc.

The Magee room service kit; vols. 1 & 2. KK76278. SEE Magee Carpet Company.

Make it merry, make it Mojud. KK80638. SEE Mojud Hosiery Company, inc.

On Christmas day and every day, every sip of Old Stag is a taste bonus. KK80533. SEE Stag Distilling Company.

Rita Hayworth danced 36 miles in these wispy Mojud Magic-Motion stockings. KK78412. SEE Mojud Hosiery Company, inc.

Top off a great weekend with the extra-pleasure of Old Stag. KK78968. SEE Stag Distilling Company.

GREYVAN LINES, INC. ©.

Award of advanced accomplishment. (Moving services) Certificate. © 25Sep52; KK78554.

Free Greyvan services; helpful moving counselors. A friend of yours suggested you would appreciate these free Greyvan moving services. Card. © 25Sep52; KK78555.

Greyvan Lines offers you the rare opportunity to become a branch manager immediately. (Long distance moving) Pamphlet. © 25Sep52; KK78556.

Greyvan Lines ... takes the load off your mind. (Long distance moving) Pamphlet. © 26Jun52; KK75887.

These extras make us friends ... The family packs only its luggage, Greyvan Lines does the rest. (Long distance moving) Folder. © 26Jun52; KK75889.

These pictures show how you benefit through Greyvan extras. (Long distance moving) Card. © 26Jun52; KK75888.

GRIESEDIECK BROTHERS BREWERY COMPANY ©. Griesedieck Bros. 1952 baseball calendar. Griesedieck Bros. premium light lager beer. Poster. © 1Apr52; KK75223.

1950 baseball calendar. Griesedieck Bros. premium light lager beer. Poster. © 1Apr50; KK75904.

1951 baseball calendar. Griesedieck Bros. premium light lager beer. Poster. © 1Apr51; KK75905.

GRIFFIN, A. J.

Complete lab service. KK76786. SEE Ticonium.

Is sailing your hobby ... good work is our hobby. KK77816. SEE Ticonium.

Is your hobby photography? KK79112. SEE Ticonium.

Just returned from vacation. KK76827. SEE Ticonium.

Operating instructions Ticonium T1-Lectro polishing unit. KK75878. SEE Ticonium.

What do you notice first of anyone? KK79954. SEE Ticonium.

You plant the seeds right now. KK75533. SEE Ticonium.

GRIFFIN, GORDON SHAFFER ©.

Don't let this happen to your paint jobs. Insist on Vap-O-Vents. (Building hardware, wall breather) Card. © 18Jul52; KK75387.

GRIFFIN, KEN.

Doodle page of the month. KK77302. SEE Craftool Company.

GRIFFITH, JAMES L.

Now you can save as much as 80 o/o fuel, 75 o/o water, 50 o/o materials, 50 o/o labor with the Carousel fully automatic laundry unit counter flow. KK79464. SEE Orban (Kurt) Company, inc.

GRODINS OF CALIFORNIA ©.

Grodins bring you the suit of tomorrow today, newest wonder of the fabric world. Wearlon miracle cloth. (Men's clothing) Adv. © 28Sep52; KK78401.

GROSS, John. SEE Gross (John) and Company.

GROSS (JOHN) AND COMPANY ©.

Scots First and Foremost blended Scotch whisky. Label. Appl. author: John Gross. © 10Dec52; KK80170.

GROSS, Julian. SEE Gross (Julian) Merchandising Service.

GROSS (JULIAN) MERCHANDISING SERVICE ©.

Win big prizes. Build incandescent lighting; business. Great national Miller sales contest. Folder. Appl. author: Julian Gross. © 30Sep52; KK79476.

GROSZ, E. ©.

K-9 dog food. Net wt. 15 1/2 oz. Label. © 28Jul52; KK77336.

GROVE LABORATORIES, INC. FITCH DIVISION ©.

New shampoo discovery gives you film-free hair with no detergent dryness. Fitch dandruff remover shampoo. Adv. from Life, July 28, 1952, p. 34. Appl. author: Josephine Walsh. © 24Jul52; KK76410.

New shampoo discovery gives you film-free hair with no detergent dryness. Fitch dandruff remover shampoo. Adv. from Life, Sept. 22, 1952, p. 48. Appl. author: Josephine Walsh. © 18Sep52; KK78192.

New shampoo discovery gives you film-free hair with no detergent dryness. Fitch dandruff remover shampoo. Adv. from This week, July 27, 1952, p. 23. Appl. author: Josephine Walsh. © 26Jul52; KK76409.

New shampoo discovery gives you film-free hair with no detergent dryness. Fitch shampoo. Adv. from This week magazine, Nov. 9, 1952, p. 29. Appl. author: Josephine Walsh. © 8Nov52; KK79810.

New shampoo discovery gives you film free hair with no detergent dryness. New Fitch shampoo. Adv. from Life, June 23, 1952, p. 48. Appl. author: Josephine Walsh. © 23Jun52; KK75528.

New shampoo discovery gives you film-free hair with no detergent dryness. New Fitch shampoo. Adv. from This Week, Oct. 26, 1952, p. 27. Appl. author: Josephine Walsh. © 25Oct52; KK80418.

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Appl. author: Tessie M. Krause.
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Label. © Handicapped Sales Co.,
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Steel. Frontier a symbol of quality.
KK76113. SEE Frontier Manufactur-
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The one drop lotion for your hands.
Hanz. Contents 4 oz. (Hand lotion)
Label. © Ruth M. White, d.b.a.
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it should be everywhere. Presto
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Now to send sales soaring, the gift
Slencil. KK78330. SEE Slencil
Company.

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Plena. (Camellias) Folder.
Appl. author: Blanding Vaughan
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school or college this year ...
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Appl. author: Leo Burnett Co., inc.
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Yankee carpenter ... (Banking)**
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No more slip straps. Slip-Klip.
(Notion for lingerie) Card.
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Protexol Cuprisote, acid cupric
chromate. KK75444. SEE Protexol
Corporation.

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Announcing new Thinflex masking
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masking tape made. KK80201. SEE
Mystik Adhesive Products.

**Make more money with new Thinflex
masking tape. KK80090. SEE Mystik
Adhesive Products.**

**Mystik brand tape, fix books better
than new. KK80202. SEE Mystik
Adhesive Products.**

Mystik brand tapes. KK78895. SEE
Mystik Adhesive Products.

Mystik brand tapes Self-Stik. SEE
Mystik Adhesive Products.

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masking tape; the fastest and best
masking tape made. KK80091. SEE**
Mystik Adhesive Products.

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quipment handbook for home econo-
mists, 1953. (Magazine) Pamphlet.
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pores. Queen Helene skin treatment.
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dustries. © 9Sep52; KK77719.

HATTWICK, WILLIAM SAMUEL.
V-Belt dealer. KK75821. SEE
Gates Rubber Company.

HAWAIIAN Pineapple Co., Ltd., d.b.a.
Dole Sales Co. SEE Dole Sales Com-
pany.

HAWK MODEL COMPANY ©.
Instructions for assembling Hawk's
all plastic airplane kit of MIG-15
Russian jet fighter. 1/4" scale.
Sheet. Appl. author: Chuck Mad-
sen. © 9Dec52; KK80411.

Mig-15 Russian jet fighter. Hawk.
(Model airplane kit) Label.
Appl. author: Clifton T. Wilson.
© 9Dec52; KK80562.

HAWKINSON, Earle W. SEE Hawkinson
(Paul E.) Company.

HAWKINSON (PAUL E.) COMPANY ©.
Hawkinson passenger car tire chart.
All road type curing rings. Sheet.
Appl. author: Earle W. Hawkinson.
© 2Sep52; KK77697.

Hawkinson passenger car tire chart.
H1-10 tread design curing rings.
Sheet. Appl. author: Earle W.
Hawkinson. © 2Sep52; KK77702.

Hawkinson passenger car tire chart.
Suburban tread design curing rings.
Sheet. Appl. author: Earle W.
Hawkinson. © 2Sep52; KK77703.

HAWTHORN-MELODY FARMS DAIRY ©.
Dad, you and your boy or girl can
win one of 2 World Series trips.
Hawthorn-Melody Farms Dairy milk.
Adv. from Chicago daily news, Aug.
20, 1952, p. 39. © 20Aug52;
KK76847.

Mom. Get 'em for your boy or girl at
your food store. (Dairy products)
Adv. from Chicago herald-American,
July 30, 1952, p. 15. © 30Jul52;
KK76019.

Red Grange says, attention Club of
Champs members. The official Hew-
thorn-Melody Club of Champs Beanie
or 10 White Sox player buttons.
(Dairy products) Adv. from Chicago
Sunday tribune, June 15, 1952,
p. 14. © 15Jun52; KK75517.

HAWTHORNE, A. J.
Here comes happiness; nuts to you.
SEE Tennessee Valley Pecan Com-
pany.

HAYASHI, JOHN.
Operating instructions Xerox camera
no. 3 ... KK80289. SEE Haloid
Company.

HAYNIE, CATHERINE M.
Dave Garroway says, let me buy your
first bar of Dial soap. KK75549.
SEE Armour and Company.

Keeps you fresh round the clock.
KK76529. SEE Armour and Company.
Last call. KK80463. SEE Armour
and Company.

No matter how much you perspire,
you need never offend. KK76067.
SEE Armour and Company.

Who's your choice for President?
KK77830. SEE Armour and Company.

Wonderful way to start your day.
KK75819. SEE Armour and Company.

HEALTH GUARD BAG COMPANY.
Pest-Guard Chlordane-insecticide
treated cedar-scented garbage bags.
Contents 7 bags. Label. © Seth
Wissman, d.b.a. Health Guard Bag
Co.; 13Nov52; KK79352.

HEATBATH APPLIANCES, INC. ©.
Economy model BF-51 conversion range
gas burner. Sheet. © 13Jun52;
KK75096.

Heat exchanger with luminous or bun-
sen flame burner for gas ranges
designed for kitchen heating. Heat-
bath. Sheet. © 10Oct52; KK78642.

HEATH, Bayard E. SEE Heath (L. S.)
and Sons, inc.

HEATH (L. S.) AND SONS, INC. ©.
English toffee chips, America's
finest candy. © Candy packages
Label. Appl. author: Bayard E.
Heath. © 24Oct52; KK79564.

HEATILATOR, INC. ©.
Open up your basement; the new
Heatilator service-way. (Base-
ment door) Folder. Appl. author:
Warren Keeler Vieth. © 7Aug52;
KK77053.

HECKETHORN, William R. SEE Heckethorn
Manufacturing and Supply Company.

HECKETHORN MANUFACTURING AND SUPPLY
COMPANY ©.
Your future in the shock absorber
replacement market. Columbus
Luxury-Ride shock absorber. 11 p.
Appl. author: William R. Heckethorn.
© 10Jul52; KK75397.

HEDMAN, Robert W., Jesse S. Belond,
Ruth M. Belond and Donald F. Parrish,
a partnership, d.b.a. Southern
California Muffler Co. SEE Southern
California Muffler Company.

HEINTZ MANUFACTURING COMPANY ©.
Heavy cold forming of steel. Steel-
prest. Folder. © 20Oct52; KK78499.

HEINZ (H. J.) COMPANY ©.
Holiday and summer time is Heinz
Pickle-nic time. (Food product)
Card. © 12May52; KK75757.

HELD, JOHN W.
New, easy way to garden indoors with
Tube Craft Flora Cart. KK78242.
SEE Tube Craft, inc.

HELDOR BUSHING AND TERMINAL COMPANY,
INC. ©.
Hermetic seal bushings and assembly
specifications, Mil-T-27. Heldor.
40 p. Appl. author: H. J. Elling-
ton. © 20Jul52; KK76848.

HELDOR BUSHING AND TERMINAL COMPANY,
INC. HELDOR MANUFACTURING COMPANY
DIVISION ©.
He got the shock of his life when he
learned Heldor saved him 37 c/o on
assembly of terminals in can cov-
ers. Sheet. Appl. author: H. J.
Ellington. © 5Jun52; KK76801.

Maybe you can use Heldor's no-cost
service. (Terminal assemblies)
Sheet. Appl. author: H. J. El-
lington. © 5Jun52; KK76802.

HELDOR Manufacturing Company, Division
of Heldor Bushing and Terminal Com-
pany, inc. SEE Heldor Bushing and
Terminal Company, inc. Heldor Manu-
facturing Company Division.

HELLER (L.) AND SON, INC. ©.
Everyone admires my Golden Opera
jewelry says Jarmila Novotna, fa-
mous Metropolitan Opera star.
Delta. Adv. from Photoplay, Nov.
1950, p. 73. Appl. author: Irving
Berk. © 1Nov50; KK78639.

HELLER, SAMUEL.
Selenium rectifiers. KK75707.
SEE American Rectifier Corporation.

HELMS BAKERIES ©.
Always the choice of champions ...
Choice of Olympic champions, Helms
bread. © Blue design Label.
Appl. author: Vernon L. Kissig.
© 28Aug52; KK79785.

Always the choice of champions ...
Choice of Olympic champions, Helms
bread. © Brown design Label.
Appl. author: Vernon L. Kissig.
© 28Aug52; KK79784.

HENDERSON, Mrs. RAYMOND LAWTON.
Della Robbia mints. KK78298. SEE
Norris, inc.

New different centers covered with
smooth creme coating simply Meltds
in your mouth. KK80085. SEE
Norris, inc.

HENIZE, WALTER F.
Radio service information. KK78925.
SEE Avco Manufacturing Corporation.
Crosley Division.

Television service information. SEE
Avco Manufacturing Corporation.
Crosley Division.

HENRI, HURST AND McDONALD, INC.
Clean hygienically with Ivalon
sponge. KK75495. SEE Ivano, inc.
Clean up with Ivalon, the miracle
sponge. KK77037. SEE Ivano, inc.
How father stopped the feudin' at the
Fosters'. KK78275. SEE Thor Corpo-
ration.

Monday magic for Margie. KK79325.
SEE Thor Corporation.

No more Monday moods for mom. SEE
Thor Corporation.

Whooooooo, yes you, says the Skelly
owl. KK79546. SEE Skelly Oil Com-
pany.

Wilma doesn't worry any more.
KK77036. SEE Thor Corporation.

HENRY, LYELL D. ©.
Now the fifth anniversary, Pony
Bill; Pony Bill is a real all-
American cow-pony. (Toys) Sheet.
© 24Mar52; KK80205.

Overseas with Hercules. Sept. 1952.
(Cellulose gum) Folder. Appl.
author: Evelyn S. Reinhardt.
© 2Sep52; KK79252.

HERCULES POWDER COMPANY ©.
Looking for the perfect oil-base
flat wall enamel? We've got a
gold mine of data to help you find
it. Pentolyn B-56 and Abitol.
Folder. Appl. author: Evelyn S.
Reinhardt. © 10Nov52; KK79509.

HERCULES STEEL PRODUCTS CORPORATION.
STAR MANUFACTURING COMPANY DIVISION ©.
Glamorize your hot dogs. Ring up larger checks, increase your profits. (Food preparing and serving equipment) Adv. from Chain store age, June 1952, p. 34. Appl. author: William Moran. © 6Jun52; KK75893.

HERMAN, Ray, owner Hyke Football Service. SEE Hyke Football Service.

HERMESDORF, FRANK.
Access door built-in-place. KK75070. SEE Coffman (R. G.) Company, inc.

Advertising mats, Coffman's ornamental iron. KK75071. SEE Coffman (R. G.) Company, inc.

Cast designs in porch posts, railings, valances, brackets. KK75072. SEE Coffman (R. G.) Company, inc.

Universal Height porch post. KK75073. SEE Coffman (R. G.) Company, inc.

HERMON, D. C.
4-H brand oleomargarine. KK77729. SEE Four-H Foods Company.

HEROLD, DON.
Don Herold's tomato can savings bank. KK75405. SEE First Federal Savings and Loan Association of Miami.

HERRING, J. H., Jack M. Sprague and R. Katherine Sprague, co-partners, d.b.a. Stynamite Co. SEE Stynamite Company.

HEVENOR ADVERTISING AGENCY, INC.
Hannay hose reels up front. KK77229. SEE Hannay (Clifford B.) and Sons, inc.

Those who know insist on Hannay electrically and manually operated Hose Reels. KK80018. SEE Hannay (Clifford B.) and Son, inc.

Those who know insist on Hannay hose reels. SEE Hannay (Clifford B.) and Son, inc.

HEWITT, OGILVY, BENSON AND MATHER.
Guide to game birds. KK75094. SEE Guinness (Arthur) Son and Company, inc.

Guide to steak. KK75095. SEE Guinness (Arthur) Son and Company, inc.

9 all-time-great sterling patterns from the famous Reed & Barton collection. KK79348. SEE Reed and Barton.

Reed & Barton announces Silver Wheat, a new sterling pattern for young marrieds. KK78894. SEE Reed and Barton.

HEYER CORPORATION.
Duplicators, addressers, lucite signs, supplies for every duplicating process. Golden anniversary catalog. 32 p. © The Heyer Corp.; 10Nov52; KK80655.

Duplicators and supplies. New Conqueror Spirit duplicator. Heyer. Folder. © The Heyer Corp.; 1Dec52; KK80654.

HEYMAN, SANDER.
Attention all retailers; Welch's wine prices remain ... KK76950. SEE Quality Importers, inc.

Eddie Cantor helps you sell Welch's wine by the case. KK76871. SEE Quality Importers, inc.

It's great, says Eddie Cantor, Welch's Whoopee, made with Welch's wine and vodka. KK75493. SEE Quality Importers, inc.

HICKS, CHARLES R.
Accurate starter drive identification chart. KK77993. SEE Accurate Parts, inc.

HICKS, JIM.
4 fruit-full ideas for bliss-full refreshment. KK78353. SEE Borden Company.

Here's a pip. KK78351. SEE Borden Company.

July buy. KK78354. SEE Borden Company.

Look what. KK78350. SEE Borden Company.

Meant for Lent and rar in' to go. KK78344. SEE Borden Company.

More zip for less in Zest. KK78349. SEE Borden Company.

Oh, the flavors that bloom in the spring, tra la with Borden's dreamy-creamy ice creams. KK78347. SEE Borden Company.

Pick our dreamiest and creamiest, peach macaroon. KK78348. SEE Borden Company.

Stretch your milk money with the new Zest. KK78346. SEE Borden Company.

Viva vanilla-raspberry with the dreamy-creamy flavor. KK78355. SEE Borden Company.

Your clean up line is Borden's ice cream line. KK78352. SEE Borden Company.

HICKS AND GREIST, INC.
And a little child shall lead them. KK79274. SEE General Cable Corporation.

A declaration of dependence. KK75244. SEE General Cable Corporation.

It all began two years ago. KK79882. SEE Home Decorators, inc.

Lewyt world's most modern vacuum cleaner. SEE Lewyt Corporation.

No dust bag to empty. SEE Lewyt Corporation.

The year's most exciting new idea for modern living. KK79364. SEE Servel, inc.

Your vote is your voice in your government. KK79006. SEE General Cable Corporation.

HICKS AND MONTGOMERY, INC.
Season's greetings. KK77466. SEE Spalding (A. G.) and Brothers, inc.

HILL, BERT S. ©.
The world's only hot dog and a half. (Sandwich) Label. © 15Nov51; KK77937.

HILL, IVAN.
You know from the very first bite. KK78930. SEE Kitchens of Sara Lee.

HILL, RICHARD.
Brand new for you, the sparkling and sellable new line of Raytheon radios. KK77410. SEE Raytheon Television and Radio Corporation.

Four ways to brighten your days; wake up to music; lighten household chores. KK79754. SEE Raytheon Television and Radio Corporation.

HILL, SPENCER.
The bridal gift that's right for the start. KK76737. SEE Oster (John) Manufacturing Company.

Gayelord Hauser, world famous food authority, says. SEE Oster (John) Manufacturing Company.

Leading jewelers say here's the gift with built-in sales appeal. KK76733. SEE Oster (John) Manufacturing Company.

Look what you can do with an Osterizer. SEE Oster (John) Manufacturing Company.

More profit with Oster. KK78293. SEE Oster (John) Manufacturing Company.

Oster gives you the greatest combination of selling features in any liquefier-blender. KK78205. SEE Oster (John) Manufacturing Company.

Oster sales zooming. KK76732. SEE Oster (John) Manufacturing Company.

Power. KK76736. SEE Oster (John) Manufacturing Company.

Save work, save time, save money with these Oster appliances. KK78201. SEE Oster (John) Manufacturing Company.

Something borrowed, something blue and this for something new. KK78202. SEE Oster (John) Manufacturing Company.

What you need is a good massage. KK76738. SEE Oster (John) Manufacturing Company.

You'll be happy too, with the big profits from Oster electric clippers. KK76735. SEE Oster (John) Manufacturing Company.

HILLS BROTHERS COFFEE, INC. ©.
Another fall feature. (Coffee) Poster. (Adform 1005) © 29Aug52; KK78937.

Another fall feature. Hills Bros. coffee. Red can brand. Poster. (Adform 1006) © 29Aug52; KK78934.

Autumn appetite specials. Autumn value days. [Seasonal mats, fall 1952] nos. 500, 504, 507, 509, 510. (Coffee) Sheet. © 29Aug52; KK78733.

Autumn appetite specials. Fall food features; autumn value days. [Seasonal mats, fall 1952] nos. 501, 502, 503, 505, 506, 508, 511. (Coffee) Sheet. © 29Aug52; KK78732.

Fall food features. (Coffee) Poster. (Adform 1004-A) © 29Aug52; KK80458.

Hills Bros. coffee. Drip grind. 1 lb. net. (Yellow band) Label. © 26May52; KK76202.

Hills Bros. coffee. Fine grind. 1 lb. net. (Red and white bands) Label. © 21Jul52; KK77630.

Hills Bros. coffee. Fine grind. 1 lb. net. (White band) Label. © 26May52; KK76204.

Hills Bros. coffee. Red can brand. Poster. (Adform 1001) © 29Aug52; KK78936.

Hills Bros. coffee. Regular grind. 1 lb. net. Label. © 26May52; KK76203.

3 perfect grinds: regular, drip, fine. (Coffee) Poster. (Adform 97) © 11Jun52; KK75036.

3 perfect grinds: regular, drip, fine. (Coffee) Poster. (Adform 98) © 11Jun52; KK75035.

Treat yourself to the finest. Hills Bros. coffee. Red can brand. Poster. (Adform 1000) © 29Aug52; KK78938.

Treat yourself to the finest. Hills Bros. coffee. Red can brand. Poster. (Adform 1002) © 29Aug52; KK78933.

Treat yourself to the finest. Hills Bros. coffee. Red can brand. Poster. (Adform 1003) © 29Aug52; KK78935.

- HILLS-MCCANNA COMPANY ©**
U type pumps for continuous, precise metering and proportioning of small volume flows. Catalog UP-52. (Mechanical drive metering and proportioning pump) 20 p. Appl. author: Walter E. Morton. © 3Jun52; KK74951.
- HIRSCH (B. F.) INC. ©**
Wedding ring masterpieces; bridal masterpieces. B. F. Hirsch. Folder. Appl. author: Arthur J. Ross. © 16Jun52; KK76180.
- HIRSHON-GARFIELD, INC.**
Forman and Gummer. KK77162. SEE Forman and Gummer Company, inc.
- HOAGUE-SPRAGUE CORPORATION ©**
Beautiful straw shoes. (Shoe boxes) Label. © 4Sep52; KK77244.
Bert's quality shoes. (Shoe boxes) Label. © 22Aug52; KK76997.
Cowboy boots. (Shoe boxes) Label. © 14Aug52; KK76701.
French Moderns Classics. (Shoe boxes) Label. (F273AB) © 25Jul52; KK76365.
French Moderns Inspirations. (Shoe boxes) Label. (F 272AB) © 16Jul52; KK76362.
Gay Paree. KK75224. SEE Abrahams (David) inc.
Gold Room. KK76243. SEE Shoe Corporation of America.
Ground Gainer, featuring bench-made Spur-Arch craftsman workmanship ... (Shoe boxes) Label. © 18Aug52; KK76762.
Happy Debs shoes by Beckerman. KK79158. SEE Beckerman (M.) and Sons, inc.
L. G. Haig quality footwear. (Shoe boxes) Label. © 30ct52; KK78148.
Madison Square shoes for men. (Shoe boxes) Label. © 8Sep52; KK78182.
Strid-Ez flex-welts by Sylvania. (Shoe boxes) Label. © 29Aug52; KK77227.
Stylecraft shoes. (Shoe boxes) Label. (S-577AB) © 29Jul52; KK76363.
Swingers by Belbro. (Shoe boxes) © 21Oct52; KK79226.
They see the box first. (Shoe boxes) Label. (R 1135) © 28Jul52; KK76988.
Twyn Marco. (Shoe boxes) Label. (T-111AB) © 31Jul52; KK76364.
Zoom with Super Jets. (Shoe boxes) Label. © 24Oct52; KK78735.
- HOBBYKITS.** SEE Monadnock Industries.
- HOCHMAN, LOUIS.**
A new jet speed bandage, Surgitube ... KK75331. SEE Surgitube Products Corporation.
Surgitube, a new jet speed bandage. KK75274 ... SEE Surgitube Products Corporation.
A twist and it fits. Surgitube a new jet speed bandage. KK75306. SEE Surgitube Products Corporation.
- HOCKWALD, Lionel S., and Sigmund S.**
Hockwald, d.b.a. Hockwald Chemical Co. SEE Hockwald Chemical Company.
- HOCKWALD, Sigmund S., and Lionel S.**
Hockwald, d.b.a. Hockwald Chemical Co. SEE Hockwald Chemical Company.
- HOCKWALD CHEMICAL COMPANY.**
So-Lustre No-Slip floor coating; for all painted and varnished surfaces. Label. © Hockwald Chemical Co., a firm composed of Lionel S. Hockwald & Sigmund S. Hockwald; 10Sep52; KK79136.
- HOEFLICH, VICTOR THEODORE.**
Let's have a party. KK78837. SEE American Merri-Lei Corporation.
- HOFFMAN, CHARLES S.**
Operating instructions for the Gold Rocket. KK77927. SEE Mineral Frontiers.
- HOFFMAN, JACK C.**
A barrel of booty. KK75857. SEE Milani (Louis) Foods, inc.
Hinderazle cheese sauce. KK79088. SEE Milani (Louis) Foods, inc.
- HOFFMAN, ROBERT P.**
Inspectoscope. KK78424. SEE Sicular Inspectoscope Company.
- HOFFMAN BEVERAGE COMPANY ©.**
Double profits for you; feature your high-profit picnic items. Hoffman quality beverages. Adv. from Grocer graphic, July 1, 1952, p. 17. Appl. author: Warwick & Legler, inc. © 1Jul52; KK79542.
For sparkling 4th of July refreshment drink Hoffman quality beverages. Ginger ale. Adv. from New York daily news, July 2, 1952, p. 67. Appl. author: Warwick & Legler, inc. © 2Jul52; KK79346.
The Hoffman Beverage Company takes pleasure in announcing the appointment of Leon Moran ... Hoffman is the finest. Club soda [and] ginger ale. Adv. from the Hudson evening register, Hudson, N. Y., Mar. 27, 1952, p. 9. Appl. author: Warwick & Legler, inc. © 27Mar52; KK79543.
Hoffman real fruit black cherry sparkling soda. (Soft drink) Label. © 18Jul52; KK77607.
Hurry. Hurry. Hurry. Last chance to enter Hoffman baseball contest. Hoffman pale dry ginger ale. Adv. from World telegram & sun, May 20, 1952, p. 35. Appl. author: Warwick & Legler, inc. © 20May52; KK75298.
The makers or importers of these world-famous whiskies ... finest mixer for a perfect highball ... Hoffman club soda, ginger ale. Adv. from Bridgeport post, Aug. 27, 1952, p. 36. Appl. author: Warwick & Legler, inc. © 27Aug52; KK78453.
The makers or importers of these world-famous whiskies recommend Hoffman club soda as the finest mixer for a perfect highball. Adv. from the Newark news, Nov. 19, 1952, p. 8. Appl. author: Warwick & Legler, inc. © 19Nov52; KK79997.
The makers or importers of these world famous whiskies recommend Hoffman club soda as the finest mixer for a perfect highball. (12 oz. bottle panel) Adv. from Newark star ledger, Nov. 5, 1952, p. 10. Appl. author: warwick & Legler, inc. © 5Nov52; KK80616.
New 12 oz. Hoffman double-server bottle mixes 2 full-size highballs. Steady Sparkle. Adv. from the Newark news, Oct. 22, 1952, p. 29. Appl. author: Warwick & Legler, inc. © 22Oct52; KK79998.
Quality cocoa cream sparkling soda. Hoffman. Contents 1 pt. 13 fl. oz. Label. © 7Aug52; KK77301.
Real fruit black raspberry sparkling soda. Hoffman. Contents 1 pt. 13 fl. oz. Label. © 7Aug52; KK77299.
Real fruit orange sparkling soda. Hoffman. Contents 1 pt. 13 fl. oz. Label. © 30Jul52; KK77300.
- HOGE, Cecil C., d.b.a. Hastings Industries.** SEE Hastings Industries.
- HOGE (HUBER) AND SONS, INC. ©.**
Will your garden be dead this February? These flowers laugh at winter snow. Holland growers send amazing new snow-blooming miracle bulbs to America. Adv. from Cleveland news, Oct. 14, 1952, p. 11. © 28Sep52; KK78784.
Wouldn't you like to grow flowers in the snow this winter? (Flower bulbs) Adv. from the Washington post, Sept. 7, 1952, p. 10. © 7Sep52; KK77720.
- HOLLAND (REGINALD H.) INC. ©.**
It's nature's pattern. (Plastic teeth) Sheet. © 26Nov52; KK79883.
- HOLLISTER, HARRY H. ©.**
St. Mary's Mission. Inland empire, Tangle Towns. (Newspapers) Adv. from the Spokesman-review, June 29, 1952, p. 13. © 29Jun52; KK75002.
Starts today with \$12,000 in prizes. It's Tangle Towns. (Newspapers) Adv. from St. Paul pioneer press, May 12, 1952, p. 10. © 12May52; KK75003.
A state is born ... It's Tangle Towns. (Newspapers) Adv. from St. Paul Sunday pioneer press, May 11, 1952, p. 11. © 11May52; KK75004.
- HOME DECORATORS, INC. ©.**
It all began two years ago. Like every bride she wanted her first dinner at home to be flawless ... Prestige, the loveliest of silver plate. Adv. from House beautiful's guide for the bride, Fall-winter, 1952-1953, pp. 18-19. Appl. author: Hicks & Greist, inc. © 1Nov52; KK79882.
- HOMOGRAF PLANNER CORPORATION ©.**
New approved home planner. 100 home plans with blue prints available. 4th international series. 96 p. Appl. author: Arvid Carl Petersen. © 5Aug51; KK79982.
- HONAN-CRANE CORPORATION ©.**
Another important Diesel installation gets Honan-Crane oil purification. (Oil purification equipment) Adv. from Diesel progress, May 1952, p. 74. © 1May52; KK75946.
Houdaille Web-O-Matic. Continuous, self-cleaning coolant filter. Sheet. © 1Apr52; KK75083.
Stop downtime and expensive repairs on hydraulic equipment with world-famous Honan-Crane oil purification. Adv. from Industrial equipment news, May 1952, p. 31. © 1May52; KK77223.
Stop downtime, costly repairs on hydraulic equipment with world-famous Honan-Crane oil purification. (Hydraulic equipment) Adv. from New equipment digest, May 1952, p. 53. © 1May52; KK75947.
Stop downtime, costly repairs on hydraulic equipment with world-famous Honan-Crane oil purification. (Hydraulic equipment) Adv. from Tool engineer, May 1952, p. 122. © 1May52; KK75945.
- HONIG-COOPER COMPANY.**
Clorox clean linens are more than white, they're sanitary, too, safer for your family's health. SEE Clorox Chemical Company.

- Clorox makes your linens more than white, it makes them sanitary, too. KK78458. SEE Clorox Chemical Company.
- Clorox provides more than whiteness, it makes linens sanitary, too. SEE Clorox Chemical Company.
- Here's how Clorox helps protect your family's health. SEE Clorox Chemical Company.
- There's added health protection in Clorox clean linens. SEE Clorox Chemical Company.
- You get more than whiteness with Clorox, you get added health protection. SEE Clorox Chemical Company.
- You make linens more than white with Clorox, you make them sanitary, too. SEE Clorox Chemical Company.
- HOOD (H. P.) AND SONS ©.
Fine creamery butter. Hood. Net weight, one pound. Label. Appl. author: Robert Neubauer. © 20Oct52; KK78649.
- HOOKE ELECTROCHEMICAL COMPANY ©.
HET acid. Bulletin no. 40. Hooker chemicals. 13 p. Appl. authors: Paul Robitschek and Thonet C. Dauphine. © 2Sep52; KK77350.
- HOOVER, STEVE.
The new Universal Boardmaster. KK74992. SEE Universal Drafting Machine Company.
- HOPKINS AGRICULTURAL CHEMICAL COMPANY ©.
It kills me but I eat it, after tunnel is pulled out ... Rattunnl Rodenticide. Label. © 24Mar52; KK76763.
- HORNUNG (JACOB) BREWING COMPANY ©.
Hornung modernized brewing techniques mean t.a. for you. T.a. = taste appeal. (Beer) Adv. from the Evening bulletin, June 26, 1952, p. 44. Appl. author: Robert H. Smith. © 26Jun52; KK75291.
- When you buy beer you want t.a., and you get it in Hornung. Adv. from Camden courier-post, Camden, N. J., June 19, 1952, p. 37. Appl. author: Robert H. Smith. © 19Jun52; KK75513.
- When you buy beer you want t.a., and you get it in Hornung. Adv. from Philadelphia daily news, June 20, 1952, p. 43. Appl. author: Robert H. Smith. © 20Jun52; KK75307.
- HOSKINSON (BOB) AND ASSOCIATES ADVERTISING AGENCY.
Where and how to use Stramit. KK75018. SEE Strawick Company.
- HOUSE OF WORSTED-TEX, INC.
This is you in a Tropi-Tex British lounge model by the House of Worsted-Tex. (Men's clothing) Adv. from Look, June 5, 1951, p. 55. Appl. author: Alfred J. Silberstein, Bert Goldsmith, inc. © The House of Worsted-Tex, inc.; 22May51; KK75763.
- This is you in a Worsted-Tex British lounge model. Commuter flannel. Adv. from This Week magazine, Sept. 21, 1952, p. 23. Appl. authors: Alfred J. Silberstein & Bert Goldsmith, inc. © The House of Worsted-Tex, inc.; 21Sep52; KK79814.
- This is you in a Worsted-Tex British lounge model. Main Line worsteds. Adv. from This Week magazine, Oct. 19, 1952, p. 10.
- Appl. authors: Alfred J. Silberstein & Bert Goldsmith, inc. © The House of Worsted-Tex, inc.; 19Oct52; KK79815.
- This is you in a Worsted-Tex British lounge model. (Men's clothing) Adv. from Holiday, Mar. 1951, p. 5. Appl. author: Alfred J. Silberstein, Bert Goldsmith, inc. © 15Feb51; KK75739.
- This is you in a Worsted-Tex British lounge model. (Men's clothing) Adv. from Look, October 9, 1951, p. 7. Appl. authors: Alfred J. Silberstein, Bert Goldsmith, inc. © The House of Worsted-Tex, inc.; 27Sep51; KK75143.
- HOUSE PLANT CORNER.
Be happy with your house plants in 1953. (Equipment for plants) Pamphlet. © Lincoln Maytham, d.b.a. The House Plant Corner; 23Sep52; KK78170.
- HOWARD, DAVID ALBERT.
Explore right at home new worlds, Black Light Magic, a must for amateur detectives. KK80175. SEE Stroward, inc.
- HOWARD (E. T.) COMPANY.
The architect's question box. KK75118. SEE United States Plywood Corporation.
- Famous laboratories prove Spring-wall mattresses are just what the doctors ordered. KK75433. SEE Eclipse Sleep Products, inc.
- Is your waking back an aching back? KK78209. SEE Eclipse Sleep Products, inc.
- These wizards with wood. SEE United States Plywood Corporation.
- 3 great mattress manufacturers join in a history-making announcement to the bedding trade. KK76181. SEE Eclipse Sleep Products, inc.
- HOWE, EDWIN J.
How to absorb 25 million ft. lbs. of energy in 1000 feet. KK76139. SEE American Brake Shoe Company.
- More stops on a penny in any weather. KK79411. SEE American Brake Shoe Company.
- Now a reinforced slipper bearing made of A-B-K laminated fabric. KK77469. SEE American Brake Shoe Company.
- HOWE, LESLIE.
Carpet soils vanish. KK76488. SEE Jerclaydon, inc.
- HOWELL, EDWARD N., Sr.
Media sectional overhead doors. KK79618. SEE Media Building Specialties.
- HUDGINS, H. E.
Newest aid to more TV pleasure, the Solo-Ear. KK75743. SEE Bendix Aviation Corporation.
- HUDSON (H. D.) MANUFACTURING COMPANY ©.
For the first time the magic of stainless steel in a hand sprayer. Hudson Eclipse. Sheet. © 30Jul52; KK77515.
- Fresh air makes the difference between just profits and big profits. Hudson Lektrik-Air ventilation does the job. Adv. from the Farm quarterly, autumn 1952, p. 15. Appl. author: William A. Ries. © 6Sep52; KK77072.
- New Hudson X-Pert built for you. The professional ccompression sprayer for professional users. Sheet. © 28Jul52; KK77516.
- 3 reasons to buy flock equipment now for extra fall profits. (Poultry equipment) Folder. © 15Jul52; KK77514.
- You'll do the job better with Hudson power sprayers, power dusters. 8 p. (Form 351) © 30Apr52; KK75310.
- HUDSON, RAYMOND.
Brownie the bear buys chocolate ice cream. KK78759. SEE Marathon Corporation.
- Pete likes vanilla ice cream. KK78761. SEE Marathon Corporation.
- Pinky the bunny picks strawberry ice cream. KK78760. SEE Marathon Corporation.
- HUDSON MOTOR CAR COMPANY ©.
Boletin Hudson; para todos los que están interesados en mejores automóviles. 4 p. Appl. author: B. S. F. & D. © 1Sep52; KK79107.
- Hudson bulletin; for everyone interested in the best in motoring. 4 p. Appl. author: B. S. F. & D. © 1Aug52; KK79106.
- HUETTIG, WILLIAM O.
Perfectly milled quality filled woollens. KK76428. SEE Wawak Company, inc.
- Woollens of quality latest weaves. KK76429. SEE Ferris Woolen Company.
- HUFFMAN, HORACE MCKEE, Jr.
Come in for your free byke book. KK78964. SEE Huffman Manufacturing Company.
- Get this book free. KK78965. SEE Huffman Manufacturing Company.
- Hop on the Huffy brand wagon. KK78959. SEE Huffman Manufacturing Company. Wheel Goods Division.
- Huffy-Byke free ad mats. KK78966. SEE Huffman Manufacturing Company.
- Huffy-Convertible. KK78961. SEE Huffman Manufacturing Company.
- Huffy-Convertible free ad mats. KK78967. SEE Huffman Manufacturing Company.
- Learn how to earn your very own Huffy-Byke. KK78963. SEE Huffman Manufacturing Company.
- Look, kids. KK78962. SEE Huffman Manufacturing Company.
- 101 ways you can earn a new bicycle. KK78960. SEE Huffman Manufacturing Company.
- HUFFMAN MANUFACTURING COMPANY.
Come in for your free byke book. Learn how easy it is to earn a Huffy-Byke. (Bicycles) Poster. Appl. author: Horace McKee Huffman, Jr. © The Huffman Manufacturing Co.; 21Apr52; KK78964.
- Get this book free. 101 ways you can earn a new bicycle. Card. Appl. author: Horace McKee Huffman, Jr. © The Huffman Manufacturing Co.; 21Apr52; KK78965.
- Huffy-Byke free ad mats. For tailor-made ads to fit any size space. (Bicycles) Folder. Appl. author: Horace McKee Huffman, Jr. © The Huffman Manufacturing Co.; 21Apr52; KK78966.
- Huffy-Convertible. Fun on 4 wheels 3 ways. (Bicycles) Folder. Appl. author: Horace McKee Huffman, Jr. © The Huffman Manufacturing Co.; 28Feb51; KK78961.
- Huffy-Convertible free ad mats. Cash in on the millions of readers presold by our national advertising. (Bicycles)

HUFFMAN MANUFACTURING COMPANY. Cont'd.

Folder. Appl. author: Horace McKee Huffman, Jr. © The Huffman Manufacturing Co.; 21Apr52; KK78967.

Learn how to earn your very own Huffy-Byke. (Bicycles) Poster. Appl. author: Horace McKee Huffman, Jr. © The Huffman Manufacturing Co.; 21Apr52; KK78963.

Look, kids. Come in and see Huffy-Bykes and Huffy-Convertible. (Bicycles) Poster. Appl. author: Horace McKee Huffman, Jr. © The Huffman Manufacturing Co.; 28Jun51; KK78962.

101 ways you can earn a new bicycle. Huffy-Bykes. (Merchandising brochure) Folder. Appl. author: Horace McKee Huffman, Jr. © The Huffman Manufacturing Co.; 22Apr52; KK78960.

HUFFMAN MANUFACTURING COMPANY. WHEEL GOODS DIVISION.

Hop on the Huffy brand wagon. Fun on 4 wheels 3 ways. (Bicycles) Folder. Appl. author: Horace McKee Huffman, Jr. © The Huffman Manufacturing Co.; Wheel Goods Division; 5Aug51; KK78959.

HULL, JACK.

Oily - wheel bearing lubrication champion. KK79272. SEE Mechanex Corporation.

HULLHORST, Charles E. SEE Hullhorst (Chas. E.) Company.

HULLHORST (CHAS. E.) COMPANY ©.

Gro-Mor. A top quality humus. Approx. 3 pts. by volume when packed. Label. Appl. author: Charles E. Hullhorst. © 21Mar52; KK77232.

Gro-Mor. A top quality potting soil for African violets and other house plants. Approx. wt. when packed: 2 1/2 lbs. Label. Appl. author: Charles E. Hullhorst. © 21Mar52; KK77231.

HULSH, BENJAMIN MEISTER.

Glamorene for carpet glamour. KK75738. SEE Jerclaydon, inc.

HULSH, J. J.

Glamorene performs carpet miracles for you. (Carpet and rug cleaner) KK74968. SEE Jerclaydon, inc.

HUMBERT AND JONES.

Do you have wearmites in your engine? KK78876. SEE Wix Accessories Corporation.

HUMKO COMPANY.

Look. Free coupon worth 10¢ on the purchase of a pint bottle of HumKo dainty oil. (Vegetable oil) Adv. from Memphis press-sci-mitar, May 16, 1952, p. 17. Appl. author: S. L. Kopald, jr. © The HumKo Co.; 16May52; KK76514.

HUMPHREY, H. B.

Why cast iron pipe can and does save millions of tax dollars. KK79461. SEE Cast Iron Pipe Research Association.

HUMPTY DUMPTY'S MAGAZINE ©.

New for little children, Humpty Dumpty's magazine. Stories, activities, pictures ... Sheet. Appl. author: Edward Austin Sand. © 16May52; KK75577.

HUNT, R. B.

Hunt's all pork sausage. KK76041. SEE Hunt Packing Company.

HUNT (RODNEY) MACHINE COMPANY ©.

Featuring the Rodney Hunt Turba-Film evaporator. Bull. 852. 4 p. © 28Jul52; KK75980.

Rodney Hunt news. (Machinery) June 1952. 4 p. © 11Jun52; KK75133.

Oct. 1952. 4 p. © 14Oct52; KK79531.

Special issue. 4 p. © 2Jul52; KK75132.

Water controlling apparatus. Bulletin no. WCA 528G. 1 v. © 12Nov52; KK79719.

HUNT FOODS, INC. ©.

Deliciously yours. Hunt's tomato catsup. Adv. from American weekly, Los Angeles examiner, Mar. 16, 1952. Appl. author: Young & Rubicam, inc. © 16Mar52; KK76555.

Deliciously yours. Hunt's tomato catsup. Adv. from American weekly, Los Angeles examiner, Mar. 30, 1952, p. 6. Appl. author: Young & Rubicam, inc. © 30Mar52; KK76556.

HUNT PACKING COMPANY ©.

Hunt's all pork sausage. One pound net weight. Label. Appl. author: R. B. Hunt. © 2Jul52; KK76041.

HURLEY, PAUL C., Jr.

Lewis Eagle lye, reliable uniform, improved flake, high test. KK79572. SEE Pennsylvania Salt Manufacturing Company.

Lewis lye, reliable, uniform, improved flake, high test. KK79571. SEE Pennsylvania Salt Manufacturing Company.

Penneclean acid cleanser and milkstone remover. KK76161. SEE Pennsylvania Salt Manufacturing Company.

HUTSON, HERMAN HERBERT.

Travel wise. KK79275. SEE Triplett, J. W.

HYDEN, CLAYTON W.

Flying Fish, America's newest sail-sport thrill. KK76188. SEE California Kit Boat Company.

HYDROTEX INDUSTRIES ©.

Essentialube, the modern motor conditioner. It powerizes, reduces cost per mile, cleans as it lubricates ... Folder. Appl. author: R. L. Smith. © 15Jul52; KK75640.

HYGIENIC PRODUCTS COMPANY.

Sani-Flush fragrant toilet bowl cleaner. Net. wt. 10 oz. Label. Appl. author: Raymond M. Schlabach. © The Hygienic Products Co.; 1Jul52; KK75502.

HYKE FOOTBALL SERVICE.

Here's Hyke again, known from coast to coast. Circular for 1952. (Football service) Folder. © Hyke Football Service, Ray Herman, owner; 11Aug52; KK77085.

I

ILLINOIS FARM SUPPLY COMPANY ©.

Introducing Gro-Flo the new and better fertilizer. Blue Seal grow crop plant food. Adv. from Illinois agricultural assn. record, Nov. 1952, p. 20. © 1Nov52; KK79516.

IMPERIAL KNIFE COMPANY, INC. ©.

Little Buckaroo, by Imperial. Finest steel blade, genuine leather sheath, strong construction.

(Hunting knives) Poster. Appl. author: Charles Parker. © 5Sep52; KK77675.

IMPERIAL OIL AND GREASE COMPANY, INC. ©.

Molub-alloy, a metallic lubricant. (Oils and greases) Label. Appl. author: William Markham. © 7Oct52; KK78704.

IMPERIAL PEARL SYNDICATE, INC. ©.

A gift for you, an Imperial cultured pearl. Bloedel's Jewelers. Folder. © 15Sep52; KK77354.

INDUSTRIAL ENGINEERED PRODUCTS COMPANY ©.

Put Torch on the job; another Torchmaster product. (Heating torch) Label. Appl. author: Albert A. K. Spitzer. © 15Sep52; KK79213.

Put Torch on the job, use a Bazooka, another Torchmaster product. (Heating torch) Label. © 15Sep52; KK79214.

INDUSTRIAL LITHOGRAPHIC COMPANY, INC.

Star of Television hosiery. KK78211. SEE Television Hosiery Corporation.

INDUSTRIAL TAPE CORPORATION ©.

Bondex hot iron fabric for jean patches. Label. © 5Jun52; KK75050.

INGERSOLL-RAND COMPANY ©.

Ingersoll-Rand HHE compressors; heavy-duty, horizontal, electric-driven. (Air compressors) 7 p. © 25Jul52; KK80109.

INLAND GLASS WORKS ©.

You've never seen one like this before; new Inland's all-glass coffee warmer. It heats, it glows ... Sheet. Appl. author: Everett M. Pippin. © 21Nov52; KK80182.

INLAND Glass Works Division. SEE Club Aluminum Products Company. Inland Glass Works Division.

INSPECTORS SEA FOOD COMPANY.

Pismo condensed clam chowder. Net weight 15 1/2 ozs. Label. Appl. author: Tinsley T. Jepson. © G. N. Burcham, d.b.a. Inspectors Sea Food Co.; 20Oct52; KK79120.

INSTA-MATIC MANUFACTURING CORPORATION ©.

Insta-matic starter button. Cadillac. Label. Appl. author: L. E. Ross. © 1Oct52; KK80595.

INSUL-MASTIC CORPORATION OF AMERICA ©.

Insul-mastic protective coatings; acid resisting, vapor sealing, rust preventing ... Pamphlet. Appl. author: Robert H. Maloy. © 7Nov52; KK80392.

Matchless long-term protection; heavy insulation over tanks of an oil barge is covered and protected by the Insul-Mastic vinyl system. (Asphaltum protective coatings) Folder. Appl. author: Robert H. Maloy. © 14Nov52; KK80066.

INSULATION MANUFACTURERS CORPORATION ©.

Pedigree and Dow Corning electrical insulating varnishes, sealers, paints, compounds. 18 p. Appl. author: Alfred Shirley Gray. © 26Jun52; KK75961.

INTERNATIONAL BUSINESS MACHINES CORPORATION ©.

IBM sorter, arranges 650 cards every minute. Folder. Appl. author: James Cheston Constable. © 14Aug52; KK76824.

INTERNATIONAL CELLUCOTTON PRODUCTS COMPANY ©.

Don't put a cold in your pockets. cIllus. shows Little Lulu offering Kleenex to papoose on squaw's back (Tissues) Adv. from Chicago stagebill, Mar. 2, 1952, p. 10. Appl. author: Winifred S. Snyder. © 2Mar52; KK77043.

"It's easy to figure" says Little Lulu. Kleenex. cPicture of Little Lulu figuring sales profits on blackboard (Tissues) Adv. from Variety store merchandiser, May 1952, p. 31. Appl. author: Winifred S. Snyder. © 5May52; KK77157.

Kleenex pops up, too. cIllus. shows Little Lulu indicating with hand that Kleenex pops up in the same manner as the rabbit (Tissues) Adv. from Chicago stagebill, July 29, 1952, p. 8. Appl. author: Winifred S. Snyder. © 29Jul52; KK77044.

Little Lulu; and we'll carry the Kleenex pocket packs. cPicture of Little Lulu, woman, and bell hop on way to train with Kleenex pocket packs in pocket and purse (Tissues) Adv. from Look, Sept. 9, 1952, p. 21. Appl. author: Winifred S. Snyder. © 26Aug52; KK77151.

Little Lulu, by Marge. Only Kleenex meets you halfway. New low prices. [Ski scene; box of Kleenex tissues] Adv. from True story magazine, Dec. 1952, p. 111. Appl. author: Winifred S. Snyder. © 10Nov52; KK80571.

Little Lulu, by Marge. Only Kleenex meets you halfway. cPicture of Little Lulu offering man Kleenex to use in place of towel (Tissues) Adv. from Modern screen magazine, Sept. 1952, p. 79. Appl. author: Winifred S. Snyder. © 10Aug52; KK77154.

Little Lulu, by Marge. Only Kleenex meets you halfway. (Ski scene; large box of Kleenex tissues) Adv. from Everywoman's magazine, Nov. 1952, p. 58. Appl. author: Winifred S. Snyder. © 30Oct52; KK79486.

Little Lulu says: school kids love Kleenex pocket packs. cPicture of Little Lulu carving on desk (Tissues) Adv. from Variety store merchandiser, July 1952, p. 37. Appl. author: Winifred S. Snyder. © 5Jul52; KK77158.

Meet the biggest Kleenex selling carnival in history. Kleenex tissues. Adv. from Central pharmaceutical journal, May 1952, p. 22. Appl. author: Winifred S. Snyder. © 5May52; KK77374.

Special sale on Kleenex. (Little Lulu announcing sale at Kleenex carnival. Kleenex tissues) Adv. from Puck comic weekly (New York Journal American), July 6, 1952, p. 4. Appl. author: Winifred S. Snyder. © 6Jul52; KK75820.

Timely tips, by Little Lulu. 5 helpful ways to save. (Four timely tips: candle wax, cranberry sauce, spreading colds, nicks in glassware; main illus. of large box of Kleenex tissues) Adv. from Puck comic weekly (Chicago herald-American), Dec. 7, 1952, p. 6. Appl. author: Winifred S. Snyder. © 7Dec52; KK80464.

Timely tips, by Little Lulu. 5 helpful ways to save. (Four timely tips: whipping cream, old towels,

scrubbing brush, basting; main illus. of large box of Kleenex tissues) Adv. from Puck comic weekly (Chicago herald-American), Nov. 9, 1952, p. 7. Appl. author: Winifred S. Snyder. © 9Nov52; KK79485.

Timely tips, by Little Lulu. 5 helpful ways to save. (Four timely tips: window screens, shoe soles, washing walls, baby's bath; main illus. in col. of large box of Kleenex tissues) Adv. from Puck comic weekly (Chicago herald-American), Oct. 12, 1952, p. 5. Appl. author: Winifred S. Snyder. © 12Oct52; KK78529.

Timely tips by Little Lulu. 5 saving hints for K.P. duty. (Four timely tips: oilcloth, leftovers, refrigerator, broiler, held together by main illus. of Kleenex tissues) Adv. from Puck comic weekly (Chicago herald-American), Sept. 14, 1952, p. 7. Appl. author: Winifred S. Snyder. © 14Sep52; KK77564.

Timely tips by Little Lulu; 5 ways to save when traveling. cComic strip in color: Kleenex tissues. Adv. from Puck the comic weekly, San Francisco examiner, July 6, 1952, p. 4, sec. 1. Appl. author: Winifred S. Snyder. © 6Jul52; KK77045.

INTERNATIONAL HARVESTER COMPANY ©.

Best time to buy refrigerator since 1941. International Harvester Femeineered refrigerators. Adv. from Chicago daily news, July 12, 1952, p. 16-17. Appl. author: Leo Burnett Co., inc. © 12Jul52; KK75984.

Best time to buy since 1941. International Harvester Femeineered refrigerators. Adv. from Chicago Sunday tribune, July 13, 1952, p. 4 of cover. Appl. author: Leo Burnett Co., inc. © 13Jul52; KK75985.

INTERNATIONAL LATEX CORPORATION ©.

According to independent surveys, Playtex outsells all other brands of baby pants, by far. Adv. from Drug topics, July 14, 1952, p. 8. Appl. author: Chas. Dallas Reach Co. of New York, inc. © 14Jul52; KK76741.

According to independent surveys, Playtex outsells all other brands of baby pants by far. (Baby needs) Adv. from Post exchange, Oct. 1952, p. 9. Appl. author: Chas. Dallas Reach Co., inc. © 10Oct52; KK80069.

The amazing Playtex home hair cutter. Families may save up to \$100 a year. Sheet. © 6Jun52; KK80047.

Another examples of Playtex fashion acceptance. (Girdles) Sheet. © 29Dec52; KK80679.

At regular prices they're a beautiful buy at white sale savings, don't pass them by. First quality Playtex pillows only \$5.95. Sheet. (5124) © 7Nov52; KK79593.

At the N.A.R.D. drug show visit Playtex booth 43 for facts on ... (Baby needs) Adv. from N. A. R. D. journal, Oct. 20, 1952, p. 1581. Appl. author: Chas. Dallas Reach Co. of New York, inc. © 20Oct52; KK79771.

Babies are super-naturals. How Playtex helps you get your share of a billion dollar baby needs business. Adv. from Super market merchandising, May 1952, p. 105. Appl. author: Chas. Dallas Reach Co. © 1May52; KK75360.

Baby, is your world all wet? Playtex babies are happier babies, neater, sweeter and cleaner. Playtex Dryper keeps your baby warm and dry ... Adv. from Life, Oct. 13, 1952, p. 13. Appl. author: Chas. Dallas Reach Co. of New York, inc. © 10Oct52; KK79772.

Baby, it's a soft life. So comfortable and protected, so neat and sweet in Playtex panties. Adv. from Life, July 14, 1952, p. 7. Appl. author: Chas. Dallas Reach Co. of New York, inc. © 14Jul52; KK76743.

Baby votes the dry ticket. For a cool, dry summer, Playtex Dryper. Adv. from Life, Aug. 4, 1952, p. 7. Appl. author: Chas. Dallas Reach Co. of New York, inc. © 4Aug52; KK76744.

Baby, your profits are showing. Summer time is money-making time with Playtex. (Baby needs) Adv. from Drug topics, May 5, 1952, p. 62. Appl. author: Chas. Dallas Reach Co. of New York, inc. © 5May52; KK76745.

Beat the high cost of haircuts. Send 'em back to school with the budget-saving new Playtex hair cutter. Sheet. © 24Oct52; KK80045.

Buy them in pairs and double your savings. First quality Playtex pillows only \$5.95. Sheet. (5126) © 7Nov52; KK79594.

Construction of soldier, hat, cuffs, epaulets and shoes ... (Girdle window suggestion sheet Ph63) Sheet. © 14Nov52; KK79519.

Don't forget your date with Playtex. Your next Playtex girdle ad ... Card. © 10Oct52; KK78509.

Don't go through another sleepless summer night -- get rid of your hot, old-fashioned pillow now. Playtex superfoam pillow. Adv. from New York times magazine, July 27, 1952, p. 2. Appl. author: Foote, Cone and Belding. © 27Jul52; KK76304.

The enchanted silhouette starring Anne Baxter and Janice Rule featuring the fabulous Playtex fabric lined girdle. No. G308. Sheet. © 29Dec52; KK80676.

The enchanted silhouette starring Anne Baxter and Janice Rule featuring the fabulous Playtex fabric lined girdle. No. G309. Sheet. © 29Dec52; KK80678.

The enchanted silhouette starring Anne Baxter and Janice Rule, featuring the fabulous Playtex fabric lined girdle. No. G310. Sheet. © 29Dec52; KK80677.

Everyone will love this revolutionary new Playtex home hair cutter. Sheet. © 24Oct52; KK80050.

Everyone's heading back-to-school with the new budget-saving Playtex hair cutter. Sheet. © 24Oct52; KK80043.

For babies on the go; nationally advertised Playtex, fastest growing line in exchange markets. The newest best seller in the Playtex line is Playtex Dryper ... Adv. from Post exchange, Nov. 1952, p. 9. Appl. author: Chas Dallas Reach Co. of New York, inc. © 1Nov52; KK79769.

For every bride, for every groom - only Playtex has the pillow just right for every type of sleeper. Adv. from the Bride's magazine, winter 1952, p. 25. Appl. author: Foote, Cone & Belding. © 15Oct52; KK79621.

INTERNATIONAL LATEX CORPORATION ©.
Cont'd.

For sound, healthful sleep, for bright-eyed good mornings, sell Playtex, world's sleepingest pillow. Adv. from Post exchange, June 1952, p. 3. Appl. author: Foote, Cone & Belding. © 1Jun52; KK80516.

For value, for long wear, for looks and luxury smart brides choose Playtex. Only the Playtex rest-tester proves which pillow is just right for you. Adv. from the Bride's magazine, Autumn, 1952, p. 25. Appl. author: Foote, Cone & Belding. © 15Jul52; KK79876.

From you, the personal gift for Mother and Dad, for everyone you love. Playtex pillows. Ad no. 5121. 2 columns regular size newspaper ... Adv. © 31Oct52; KK79474.

Give a practical present this Christmas. The amazing new Playtex home hair cutter. Sheet. © 24Oct52; KK80051.

Give baby a Playtex Christmas. cCounter card P423 (Infantswear) Display card. © 10Oct52; KK78828.

Give baby a Playtex Christmas. cSelf-Serv card P424 (Infantswear) © 10Oct52; KK78830.

Give those you love the personal, precious gift of sleep. Give customized Playtex pillows. Ad no. 5118. 4 columns regular size newspaper ... Adv. © 31Oct52; KK79472.

Give yourself a slim new holiday figure, with a invisible Playtex girdle. Sheet. © 10Oct52; KK78826.

Give yourself the gift of glamour. Playtex girdles. cSelf-Serv card P437; Display card. © 10Oct52; KK78829.

Give yourself the gift of glamour with a Playtex Fab-Lined girdle. Mat no. G299. Sheet. © 10Oct52; KK78823.

Give yourself the gift of glamour with a Playtex Fab-Lined girdle. Mat no. G300. Sheet. © 10Oct52; KK78824.

Here's proof there's a Playtex pillow customized for you. Sheet. © 12Sep52; KK77958.

Here's your baby, in the good old summertime. Push Playtex Dryper. (Baby panties) Adv. from Drug topics newspaper, June 16, 1952, p. 4. Appl. author: Chas. Dallas Reach Co. © 16Jun52; KK76072.

Hexachlorophene indicated for prevention of diaper rash. Playtex. (Baby needs) Adv. from Quarterly review of pediatrics, Feb. 1952. Appl. author: Chas. Dallas Reach Co. © 1Feb52; KK75361.

H-m-m, let's see, king size for Aunt Jane ... say, everybody wants a Playtex pillow. Adv. from Life, Dec. 8, 1952, p. 119. Appl. author: Foote, Cone & Belding. © 5Dec52; KK80515.

Holiday gift from you, to you. A slim, new Playtex figure. Invisible Playtex Fab-Lined girdle. Mat no. G296. Sheet. © 10Oct52; KK78819.

Holiday gift from you, to you. A slim, new Playtex figure. Invisible Playtex Fab-Lined girdle. Mat no. G297. Sheet. © 10Oct52; KK78820.

Holiday gift from you to you, a slim, new Playtex figure. Invisible Playtex Fab-Lined girdle. Mat no. G298. © 10Oct52; KK78822.

Holiday Season. All the more reason to wear a Playtex Fab-Lined girdle. Sheet. © 10Oct52; KK78821.

How can you look as slim as this, and feel as free as this? Playtex Fab-Lined girdle. Folder. © 2Jul52; KK75712.

In a Playtex girdle you're as free as this and as slim as this in all your newest fashions. Sheet. © 2Jul52; KK75714.

Is your baby a busybody? Here's why your baby enjoys wonderful freedom, comfort and protection in Playtex baby panties. Adv. from True story, Feb. 10, 1952, p. 13. Appl. author: Chas. Dallas Reach Co. © 10Feb52; KK77632.

It's here now for Christmas, the sensational new Playtex home hair cutter. Streamer. (P440) © 7Nov52; KK79187.

It's like getting \$100 for Christmas; the sensational new Playtex home hair cutter. Sheet. © 24Oct52; KK80040.

Keep your baby cool, calm and protected. Only Playtex brings your baby this summer-time comfort and happiness. (Baby needs) Adv. from Life, June 16, 1952, p. 77. Appl. author: Chas. Dallas Reach Co. of New York. © 16Jun52; KK76742.

Look as slim as this. Invisible Playtex girdles. Poster. © 29Dec52; KK80681.

Lowest prices ever on 1st quality Playtex pillows, airy whipped foam latex. [Counter card P372] Display card. © 29May52; KK75711.

May we be the first to wish you and your department a merry Christmas. Playtex girdles Christmas card. Folder. © 14Nov52; KK79518.

Merit award for window display ... Playtex award of merit. (Women's wear) Sheet. © 14Nov52; KK80650.

Most fitting Easter gift for baby. Give a Playtex panty wardrobe. Adv. from Life, Mar. 31, 1952, p. 37. Appl. author: Charles Dallas Reach Co. © 31Mar52; KK75362.

Nationally advertised Playtex, the demand brand, plus powerful display makes your store headquarters for baby needs. Playtex. Adv. from N.A.R.D. Journal, Nov. 3, 1952, p. 1721. Appl. author: Chas. Dallas Reach Co., of New York, Inc. © 3Nov52; KK79770.

Never before a money-saver like this for the entire family. The amazing Playtex home hair cutter. Sheet. © 6Jun52; KK80048.

9 good reasons to wear a Playtex fab-lined girdle. Sheet. © 28Aug52; KK77613.

Note to newlyweds and gift-givers; for the years ahead, only the famous Playtex pillow gives you restful, healthful sleep like this. Adv. from the Bride's magazine, spring 1952, p. 25. Appl. author: Foote, Cone & Belding. © 15Jan52; KK80121.

Now \$5.95, lowest prices ever on first quality Playtex pillows. Card. © 7Nov52; KK80055.

Now, lowest prices ever on 1st quality Playtex pillows. White sale special \$5.95 up. Mail enclosure. (P457) © 7Nov52; KK79589.

Only a Playtex girdle lets you feel as free as this, and look as slim as this. Cecil Chapman. Adv.

from Life, July 28, 1952, p. 3. Appl. author: Foote, Cone & Belding. © 25Jul52; KK75879.

Only a Playtex girdle lets you feel as free as this, and look as slim as this. Playtex known everywhere as the girdle in the famous slim tube. [Counter display P368] Display card. © 2Jul52; KK75717.

Only a Playtex girdle lets you feel as free as this, and look as slim as this. Playtex known everywhere as the girdle in the famous slim tube. Poster. P369. © 2Jul52; KK75716.

Only a Playtex girdle lets you feel as free as this, and look as slim as this. (Women's girdle) Adv. from Life, June 30, 1952, p. 7. Appl. author: Foote, Cone & Belding. © 27Jun52; KK75548.

Only a Playtex girdle lets you feel as free as this ... cPicture of Adele Simpson endorsing product: Adv. from Life, Sept. 8, 1952, p. 7. Appl. author: Foote, Cone & Belding. © 5Sep52; KK77156.

Only Playtex Dryper keeps your baby warm and dry ... Baby, is your world all wet? (Disposable diapers) Sheet. © 25Aug52; KK76813.

Open before Christmas it's a gift, a gift from Playtex to you. (Girdles) Folder. © 10Oct52; KK78825.

Perfect answer to today's high cost of haircutting. The amazing Playtex home hair cutter. Sheet. © 6Jun52; KK80049.

The perfect gift for his or her Christmas stocking. Sensational new Playtex home hair cutter. Sheet. © 24Oct52; KK80039.

The pick of Santa's pack; sensational new Playtex home hair cutter. Sheet. © 24Oct52; KK80042.

Playtex customized pillows for sound healthful sleep ... Poster. © 12Sep52; KK77635.

Playtex promotion plan for fall. Month after month, Playtex local plus national saturation advertising reaches more of your customers ... (Girdles) Sheet. © 3Jul52; KK75715.

Playtex, the girdle of the stars, for the enchanted silhouette ... Poster. © 29Dec52; KK80675.

Playtex world's largest selling girdle. Folder. © 29Dec52; KK80680.

The practical gift for baby. KK80057. SEE Milky Way Products Corporation.

Promotion plans. cProduct calendar: Playtex. (Baby needs, girdles, pillows, hair cutters) Sheet. Aug. 1952. © 3Jul52; KK75713. Sept. 1952. © 8Aug52; KK76320. Oct. 1952. © 5Sep52; KK77612. Nov. 1952. © 30Oct52; KK78508.

Put more play in baby's day. Only Playtex panties fit so snugly ... Adv. from Woman's home companion, Nov. 1952, p. 15. Appl. author: Chas. Dallas Reach Co., of New York, Inc. © 24Oct52; KK79773.

Say, everybody wants a Playtex pillow. Ad no. 5117. This same ad also equals a full tabloid page. Adv. © 31Oct52; KK79471.

Say, everybody wants a Playtex pillow. Ad no. 5119. 5 columns regular size newspaper ... Adv. © 31Oct52; KK79473.

The seal that delivers. The sure way to get the toughest ... Dec. 1952. (Paper) © 11Nov52; KK79842.

Season's no. 1 hit with the back-to-school parade. The budget-saving new Playtex hair cutter. Sheet. © 24Oct52; KK80046.

Sensational savings on Playtex pillows, only \$5.95. Sheet. (5127) © 7Nov52; KK79596.

6 months Playtex promotion plan by ... (Girdles) Sheet. © 7Nov52; KK79590.

Sleep as you've never slept before; save as you've never saved before. First quality Playtex pillows only \$5.95. Sheet. (5122) © 7Nov52; KK79591.

Spectacular savings on first quality Playtex pillows, only \$5.95. Sheet. (5125) © 7Nov52; KK79595.

Thanks to millions of mothers all over America who discovered Dryper this year; more babies than ever before are now dry, sweet and protected with Playtex Dryper. (Infant's wear) Adv. from the York dispatch, Nov. 12, 1952, p. 23. Appl. author: Chas. Dallas Reach Co., inc. © 12Nov52; KK80070.

There's a free gift waiting for baby. Never a case of diaper rash with Playtex antiseptic baby oil, powder, cream. Folder. © 21Nov52; KK80054.

These good-looking haircuts cost us only 3¢ each with the wonderful new Playtex home hair cutters. Adv. from the New York times magazine, Oct. 12, 1952, p. 1. Appl. author: Foote, Cone & Belding. © 12Oct52; KK79877.

They're all going back to school with the new budget-saving Playtex hair cutter. Sheet. © 24Oct52; KK80044.

This baby means super business. In summer, too, Playtex helps you get your share of a billion dollar baby business. (Baby needs) Adv. from Super market merchandising, June 2, 1952, p. 184. Appl. author: Chas. Dallas Reach Co. © 2Jun52; KK77634.

This is how the Daw drug chain introduced the Playtex home hair cutter in their local newspapers. Folder. © 14Nov52; KK79699.

This year give something new, different, practical; give the sensational Playtex home hair cutter. Sheet. © 24Oct52; KK80041.

3 cents a haircut is all you'll pay from now on. The amazing Playtex home hair cutter. Sheet. © 6Jun52; KK80053.

We'll prove that Playtex has the pillow customized for you. Sheet. © 12Sep52; KK77959.

We're actually saving \$100 a year and more on haircuts at home. We're all getting smart-looking haircuts ... Playtex home hair cutter. Adv. from the New York times magazine, Sept. 21, 1952, p. 1. Appl. author: Foote, Cone & Belding. © 21Sep52; KK79878.

What a buy at savings you've dreamed about. First quality Playtex pillows only \$5.95. Sheet. (5123) © 7Nov52; KK79592.

While your giving bright new holiday presents, give yourself a slim new holiday figure. (Girdles) Folder. © 10Oct52; KK78827.

Why be irritated, baby? Playtex babies are happy babies, neater, sweeter, cleaner, cooler. (Baby panties) Adv. from Parents' magazine, June 1952, p. 7. Appl. author: Charles Dallas Reach Co. © 1Jun52; KK76073.

Why Sibley, Lindsay & Curr, Rochester, New York, Department store sold more Playtex pillows in one month of 1952 ... Pamphlet. © 1Aug52; KK76913.

Why this Playtex ad does a big selling job right in your own area. (Girdles) Poster. © 28Aug52; KK77614.

Yes, you can now cut your hair at home for only 3 cents a haircut. Families may save up to \$100 a year with the precision-made Playtex hair cutter. Sheet. © 6Jun52; KK80052.

You are so right, Mr. Straus. That's what we have been telling and selling the infant's wear buyers for three years. Adv. from Women's wear daily, June 4, 1952, p. 3. Appl. author: Chas. Dallas Reach Co. © 4Jun52; KK75363.

Your personal gift for everyone you love. Playtex pillows, for the precious gift of sleep. Ad no. 5120. 3 columns regular size newspaper ... Adv. © 31Oct52; KK79475.

INTERNATIONAL LATEX CORPORATION.

PRECISION PRODUCTS DIVISION.

Anytime, anywhere, so easy to have smart-looking haircuts for only 3¢ each. The amazing Playtex home hair cutter. [Man out of doors using haircutter; diamond-shaped picture] Adv. from the New York times magazine, July 15, 1952, p. 2. Appl. author: Foote, Cone & Belding. © 13Jul52; KK80233.

For men, women, children, professional-looking haircuts at home for as little as 3¢ a haircut. Playtex home hair cutter. Adv. from the New York times magazine, Mar. 16, 1952, p. 2. Appl. author: Foote, Cone & Belding. © 16Mar52; KK80513.

For mothers, fathers, children. Hundreds of thousands now find ... the revolutionary Playtex home hair cutter. Adv. from the New York times magazine, May 4, 1952, p. 2. Appl. author: Foote, Cone & Belding. © 4May52; KK80509.

It's changing the haircutting habits of the nation. Hundreds of thousands of families ... The amazing Playtex home hair cutter. Adv. from the New York times magazine, May 25, 1952, p. 2. Appl. author: Foote, Cone & Belding. © 25May52; KK80230.

It's like giving a \$100 bill for Christmas. The revolutionary new Playtex home hair cutter. [Gara-han family] Adv. from the New York times magazine, Nov. 23, 1952, p. 2. Appl. author: Foote, Cone & Belding. © 23Nov52; KK80234.

It's like giving dad a hundred dollar bill on Father's Day. The amazing Playtex home hair cutter. [Man using haircutter; rectangular pix] Adv. from the New York times magazine, June 8, 1952, p. 2. Appl. author: Foote, Cone & Belding. © 8Jun52; KK80235.

Now families can actually save up to \$100 a year ... Here's proof, good looking haircuts like these ...

Playtex home hair cutter. [Canavan family] Adv. from the New York times magazine, Aug. 24, 1952, p. 2. Appl. author: Foote, Cone & Belding. © 24Aug52; KK80229.

Tens of thousands now find 3 cents a haircut is all it costs. The revolutionary Playtex home hair cutter. Adv. from the New York times magazine, Mar. 30, 1952, p. 2. Appl. author: Foote, Cone & Belding. © 30Mar52; KK80512.

Vacation must for dad, mom, sis and junior. The amazing Playtex hair cutter. [Man with short-sleeved polo shirt using haircutter; round cornered rectangle-pix] Adv. from the New York times magazine, June 22, 1952, p. 2. Appl. author: Foote, Cone & Belding. © 22Jun52; KK80232.

INTERNATIONAL MILLING COMPANY.

Get your Robin Hood golden arrow scatter pin. Robin Hood flour. Poster. © 24Jun52; KK76110.

Robin Hood flour salutes Walt Disney's story of Robin Hood. Poster. © 15Jun52; KK77602.

See a great film, buy a great flour. Robin Hood flour. Sheet. © 15Jun52; KK77601.

Your order blank, take one. Lovely golden arrow scatter pin. Robin Hood flour. Sheet. © 24Jun52; KK75764.

INTERNATIONAL NICKEL COMPANY, INC.

The coolie way of building roads is hard on men --- the American way is tough on machines and your unseen friend. Adv. from Newsweek, Nov. 3, 1952, p. 51. © The International Nickel Co., inc.; 30Oct52; KK79415.

The gobbles-uns were gobbled up by electricity and your unseen friend. (Nickel products) Adv. from Newsweek, Oct. 6, 1952, p. 109. © The International Nickel Co., inc.; 20Oct52; KK78236.

A shining example of the lasting beauty and brightness of stainless steel. (Nickel products) Adv. from Newsweek, Sept. 1, 1952, p. 4. © The International Nickel Co., inc.; 28Aug52; KK77401.

Was it a false alarm? No. Automatic sprinklers and your unseen friend just didn't give the blaze a chance to get going. (Nickel products) Adv. from Newsweek, July 7, 1952, p. 3. © The International Nickel Co., inc.; 3Jul52; KK75915.

INTERNATIONAL PAPER COMPANY.

Choice meats; a wide selection of the choicest cuts of meats and fish in season. Sheet. © 19Nov52; KK80100.

Dairy products ... Green Meadow Dairy. rBabies and bottle of milk. Sheet. © 11Nov52; KK79729.

[Designs for paper bags] Sheet. Cut nos. P-7--P-11. © 19Nov52; KK80098. Cut nos. P-12--P-15. © 11Nov52; KK79732.

Drive carefully ... rAuto and small child with ball. Sheet. © 11Nov52; KK79733.

Dry cleaning; for prompt dry cleaning at its best. Sheet. © 19Nov52; KK80099.

Everything for the craftsman ... Saunders' Hardware. Sheet. © 11Nov52; KK79730.

INTERNATIONAL PAPER COMPANY ©.

Cont'd.

Fresh packed. [Vegetable design] Sheet. © 19Nov52; KK80104.

Helene's women's wear; Marge's women's accessories. Sheet. © 19Nov52; KK80103.

Packaging by International. Bag-pak makes a bagful. Dec. 1952. (Paper) Card. © 11Nov52; KK79841.

Paints and varnishes, mechanics tools, power tools ... Grayson Bros. Hardware. Sheet. © 11Nov52; KK79734.

Paper products for holiday use. Dec. 1952. (Paper) © 11Nov52; KK79843.

Pastries ... Eat bread for health. Cake & basketball scene. Sheet. © 11Nov52; KK79728.

Pop corn. Roller coaster scene. Sheet. © 11Nov52; KK79726.

Shirley's Specialty Shop. Miller's Haberdashery. Sheet. © 11Nov52; KK79731.

Shop in comfort. Groceries, finest quality, prompt deliveries ... Sheet. © 19Nov52; KK80101.

We can do your laundry better with one of the most modernly equipped plants ... Sheet. © 19Nov52; KK80102.

White's Bakery baked goods at their finest; fresh baked daily. [Oven scene] Sheet. © 11Nov52; KK79727.

Wood pulp in industry. Agriculture. Packaging by International. Aug. 1952. (Paper) Card. © 18Jul52; KK75897.

Wood pulp in industry. Agriculture. Printed bags. Aug. 1952. (Paper) Card. © 18Jul52; KK75896.

Wood pulp in industry. Agriculture. Printing processes, electrotyping. Aug. 1952. (Paper) Card. © 18Jul52; KK75898.

Wood pulp in industry. Building. Garment bags. Sept. 1952. (Paper) Card. © 21Aug52; KK76993.

Wood pulp in industry. Building. Packaging by International. Sept. 1952. (Paper) Card. © 21Aug52; KK76994.

Wood pulp in industry. Building. Printing processes - Duplicate plates. Sept. 1952. (Paper) Card. © 21Aug52; KK77371.

Wood pulp in industry. Publications. Packaging by International. Nov. 1952. (Paper) Card. © 17Oct52; KK78815.

Wood pulp in industry. Publishing. Printed bags build repeat business. It tells and sells, your customers' endorsement. (Paper) Card. © 17Oct52; KK78813.

Wood pulp in industry. Publishing. Printing processes, book-binding. Nov. 1952. (Paper) Card. © 17Oct52; KK78814.

Wood pulp in industry. Rug manufacturing. Bags printed in cheery bright colors build business. Oct. 1952. (Paper) Card. © 16Sep52; KK77417.

Wood pulp in industry. Rug manufacturing. Printing processes, pamphlet binding. Oct. 1952. (Paper) Card. © 16Sep52; KK77415.

Wood pulp in industry. Rugs. Packaging by International. Oct. 1952. (Paper) Card. © 16Sep52; KK77416.

INTERNATIONAL PARTS CORPORATION ©.

True Tone dual exhaust systems.

Featuring True Tone packed mufflers. (Automotive) Folder. Appl. author: Harold Conway. © 25Apr52; KK75590.

INTERNATIONAL SILVER COMPANY ©.

Are you in on this great new idea?

Rogers sterling. (Silverware) Adv. from Jewelry, Oct. 1952, p. 4 of cover. Appl. author: Fuller & Smith & Ross, inc. © The International Silver Co.; 14Oct52; KK80326.

At last, silverplate with the look and feel of sterling. New, Romance from the Holmes & Edwards collection of sterling inlaid silverplate. Adv. from the Brides magazine, autumn 1952, p. 54. Appl. author: Cunningham & Walsh, inc. © 3Jul52; KK75782.

Charleston High School seniors select their favorite International Sterling patterns. (Silverware) Adv. from Seventeen, Apr. 1952, p. 3. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 1Apr52; KK76549.

1847 Rogers Bros. silver parade. (Silverware) Adv. from Life, Apr. 14, 1952. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 11Apr52; KK76546.

For sale: one castle in the air. International sterling. (Silverware) Adv. from Life, June 9, 1952, p. 2-3. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 6Jun52; KK76606.

For the love of a lifetime choose International Sterling. (Silverware) Adv. from Brides magazine, spring 1952, p. 48-49. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 15Jan52; KK76554.

High in the clouds above Market and Main. International Sterling. (Silverware) Adv. from Life, May 19, 1952, p. 10-11. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 16May52; KK76551.

I want Rogers sterling in my house. (Silverware) Adv. from Seventeen, May 1952, p. 47. Appl. author: Fuller & Smith & Ross, inc. © The International Silver Co.; 1May52; KK74929.

I want Rogers sterling in my house. (Silverware) Adv. from the Bride's magazine, summer 1952, p. 74. Appl. author: Fuller & Smith & Ross, inc. © The International Silver Co.; 15Apr52; KK74928.

Is your silver shabby or out of style? Think how lovely your table will look tonight ... From the Holmes & Edwards collection of sterling inlaid silverplate. Adv. from McCall's, Nov. 1952, p. 11. Appl. author: Cunningham & Walsh, inc. © 22Oct52; KK79553.

Is your teen-ager ashamed of your silverware? Holmes & Edwards sterling inlaid silverplate. Adv. from McCall's magazine, Sept. 1952, p. 25. Appl. author: Cunningham & Walsh, inc. © 22Aug52; KK77392.

Lovely New Orleans sub-debs choose their favorite International Sterling patterns. (Silverware) Adv. from Seventeen, Mar. 1952, p. 3. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 1Mar52; KK76550.

Merry Christmas packaging, a new holiday special in Holmes & Edwards silverplate. Adv. from

National jeweler, Nov. 1952, cover. Appl. author: Cunningham & Walsh, inc. © International Silver Co., Holmes & Edwards Division; 10Nov52; KK79887.

More and more dealers are reporting more sales of Holmes & Edwards patterns because ... (Sterling inlaid silverplate) Adv. from Jewelers circular keystone, Sept. 1952, p. 2 of cover. Appl. author: Cunningham & Walsh, inc. © 13Sep52; KK77436.

The most beautiful patterns in silverplate -- New Romance, May Queen ... from the Holmes & Edwards collection of sterling inlaid silverplate. Adv. from Jeweler's circular keystone, Oct. 1952, p. 2 of cover. Appl. author: Cunningham & Walsh, inc. © 13Oct52; KK79552.

A new way to sell more quality silverplate in less time. Introducing the Holmes & Edwards collection chest. Adv. from National jeweler, Aug. 1952, cover. Appl. author: Cunningham & Walsh, inc. © 10Aug52; KK76903.

1932-1952, 20 years of selling direct to you for full mark-up and full profit. Holmes & Edwards sterling inlaid silverplate. Adv. from National jeweler, July 1952, cover. Appl. author: Cunningham & Walsh, inc. © 10Jul52; KK75538.

19 wonderful ways to make it a Silver Christmas. These Holmes & Edwards serving pieces are as lovely as they are useful. (Sterling inlaid silverplate) Adv. from McCall's, Dec. 1952, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 21Nov52; KK80197.

Not just 2 or 3 place settings but a complete service for 8 in 1847 Rogers Bros. (Silverware) Adv. from Department store economist, June 1952, p. 4 of cover. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 31May52; KK76605.

Not just 2 or 3 place settings but a complete service for 8 in 1847 Rogers Bros. (Silverware) Adv. from Life, May 19, 1952. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 16May52; KK76547.

Now! A new way to sell more quality silverplate in less time. Introducing the Holmes & Edwards collection chest. Adv. from Jeweler's circular keystone, Aug. 1952, p. 2 of cover. Appl. author: Cunningham & Walsh, inc. © 13Aug52; KK76904.

One April shower led to another. International Sterling. (Silverware) Adv. from Life, Apr. 14, 1952, p. 4-5. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 14Apr52; KK76552.

Outstanding Little Rock seniors select their favorite International Sterling patterns. (Silverware) Adv. from Seventeen, May 1952, p. 3. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 1May52; KK76548.

The pattern makes the sale. Holmes & Edwards has the patterns. Show the Holmes & Edwards collection. (Sterling inlaid silverplate) Adv. from National jeweler, June 1952, cover. Appl. author: Cunningham & Walsh, inc. © The International Silver Co.; 10Jun52; KK75525.

Pretty Pittsburgh cheerleaders pick their favorite International Sterling patterns. (Silverware) Adv. from Seventeen, Feb. 1952, p. 3. Appl. author: Young & Rubicam, inc. © The International Silver Co.; 1Feb52; KK76553.

A quality traffic builder and account opener. From the Holmes & Edwards collection. (Sterling inlaid silverplate) Adv. from National Jeweler, Sept. 1952, cover. Appl. author: Cunningham & Walsh, inc. © 10Sep52; KK77435.

Rogers sterling [silver] is sending you a 2-way surprise package. Adv. from Jewelry, July 1952, p. 4 of cover. Appl. author: Fuller & Smith & Ross, inc. © 15Jul52; KK77115.

Sell gifts that repeat. Rogers sterling. (Silverware) Adv. from Jewelry, Nov. 1952, p. 4 of cover. Appl. author: Fuller & Smith & Ross, inc. © The International Silver Co.; 12Nov52; KK80325.

2 sure-fire Rogers sterling [silver] specials with a sure-fire promotion. Adv. from Jewelry, Sept. 1952, p. 4 of cover. Appl. author: Fuller & Smith & Ross, inc. © The International Silver Co.; 11Sep52; KK80327.

2 sure-fire Rogers sterling [silver] specials with a sure-fire promotion. Adv. from Jewelry, Sept. 1952, p. 4 of cover. Appl. author: Fuller & Smith & Ross, inc. © The International Silver Co.; 12Sep52; KK77117.

Use this super salesman. The Holmes & Edwards collection chest ... (Sterling silver inlaid) Adv. from Jeweler's circular keystone, Nov. 1952, p. 2 of cover. Appl. author: Cunningham & Walsh, inc. © 10Nov52; KK79551.

What's the big silver news today? Rogers. (Silverware) Adv. from Jewelry, Aug. 1952, p. 4 of cover. Appl. author: Fuller & Smith & Ross, inc. © 12Aug52; KK77116.

Why do so many think these silver-plate patterns are sterling? Holmes & Edwards sterling inlaid silver-plate. Adv. from the Bride's magazine, Winter 1952, p. 47. Appl. author: Cunningham & Walsh, inc. © 10Oct52; KK78027.

You've sold the bride, now sell her mother. Holmes & Edwards. (Sterling inlaid silverplate) Adv. from National Jeweler, Oct. 1952, cover. Appl. author: Cunningham & Walsh, inc. © 10Oct52; KK78543.

INTERWOVEN STOCKING COMPANY ©.
Father's Day June 15th; we're buying Interwoven socks for our dad. Sheet. Appl. author: L.L. Schulz. © 12May52; KK77296.

IRON FIREMAN MANUFACTURING COMPANY.
Kewanee-Iron Fireman boiler-burner unit. KK79329. SEE Kewanee-Ross Corporation.

IRONTON FIRE BRICK COMPANY.
When it comes to easy peeling you can't beat Ironton Berlite for all ladle linings. (Plastic refractory) Adv. from Foundry, Sept. 1952, p. 235. Appl. author: Donald Robert Smith. © The Ironton Fire Brick Co.; 1Sep52; KK78931.

ISBRANDTSEN COMPANY, INC. ©.
Owners preferred blend ... One pound net (Coffee) Label. © 12Aug52; KK76859.

ITALIANO, FRANK ©.
Gourmet's delight. Fleasoning. Net wt. 2 oz. (Food seasoning) Label. © 15May51; KK80645.

IVANO, INC. ©.
Clean hygienically with Ivalon sponge. Adv. from Institutions magazine, June 1952, p. 121. Appl. author: Henri, Hurst & McDonald, inc. © 15May52; KK75495.

Clean up with Ivalon, the miracle sponge. Adv. from Good house-keeping, Sept. 1952, p. 278. Appl. author: Henri, Hurst & McDonald, inc. © 20Aug52; KK77037.

J

J.-B. COMPANY.

wherever you see Con, you can depend upon ... (Concrete products) Adv. © J.-B. Co., consisting of James F. S. "Jim" Campbell & Emma E. (Betty) Campbell; 14Sep52; KK77819.

JABLON, JEROME.

Dolls of many nations. SEE Package Masters, inc.

Shirt Pax. KK79317 ... SEE Package Masters, inc.

JACCARD'S. SEE Mermod-Jaccard-King.

JACK AND HEINTZ, INC. ©.

Aircraft custom and standard electric motors, electric and hydraulic actuators. 8 p. (Its Technical bulletin) Appl. author: Harry D. Kurtz. © 10Sep52; KK77272.

Especially for commercial airlines. Rotomotive equipment. (Aircraft engine starters) Folder. Appl. author: George E. Sumner. © 27Oct52; KK78714.

Want to fly 12 billion miles? Jack & Heintz does it! (Precision machinery) Adv. from American aviation, Apr. 28, 1952, p. 106. Appl. author: Edward J. Martin. © 28Apr52; KK78574.

What Jack & Heintz is doing about heat resistance. (Precision machinery) Adv. from Aviation, Aug. 4, 1952, p. 293. Appl. author: Edward J. Martin. © 1Aug52; KK78690.

JACKSON, A. J.

Whitlock evaporation type desuperheating system. KK77132. SEE Whitlock Manufacturing Company.

Whitlock type R instantaneous water heaters. KK77131. SEE Whitlock Manufacturing Company.

JACKSON, JOHN H.

Casey Tibbs, world's champion cowboy, wears Lee Riders. KK77109. SEE Lee (H. D.) Company.

From Maine to California, smart work clothes wearers choose Lee. KK80067. SEE Lee (H. D.) Company.

Lee, America's best-made, best-known clothes. KK80174. SEE Lee (H. D.) Company.

Lee work clothes speak for themselves. KK80173. SEE Lee (H. D.) Company.

No question about it. SEE Lee (H. D.) Company.

Quality you can see plus hidden quality in Lee overalls. KK75084. SEE Lee (H. D.) Company, inc.

There's a Lee for every job, and for every member of the family. KK80168. SEE Lee (H. D.) Company.

You're on the team with Lee Riders. SEE Lee (H. D.) Company.

JACKSON (Peter; Overseas) ltd. SEE Peter Jackson (Overseas) ltd.

JACKSON, STANLEY G. ©.

Announcing Libradio. Now for the first time ... you can hear novels, classics, and plays, all in complete form ... (Phonograph records) Folder. © 21Jul52; KK76194.

JACOBS (IRVIN) AND COMPANY ©.

This mortgage bought a \$2,000,000 building. (First mortgage) Adv. from Chicago daily tribune, Oct. 28, 1952, p. 5. Appl. author: Stubbs & Montgomery, inc. © 28Oct52; KK78703.

This mortgage turned an inheritance into income. (First mortgages) Adv. from Chicago daily tribune, Dec. 9, 1952, p. 7. Appl. author: Stubbs & Montgomery, inc. © 9Dec52; KK80313.

JACOBSON, Howard N., sole owner Autosite Company. SEE Autosite Company.

JACQUES (CLEMENTE) Y COMPANIA, S. A. ©.

Lupita. Jalapeño chili peppers. Net: 6 lbs. Label. Appl. authors: Jesus Coronado and Enrique Ebel. © 21Apr52; KK79009.

JANNEY, SEMPLE, HILL AND COMPANY ©.

A service and quality store. Bell ringer values. Your independent hardware retailer. Poster. © 22Jul52; KK76149.

JANSEN, ADOLPH, Jr.

Again and again and again. KK79229. SEE Ferguson (Harry) inc.

La agencia Ferguson es ahora más valiosa que nunca. KK77694. SEE Ferguson (Harry) inc.

Another in the current series of aggressive, dynamic advertisements ... KK77695. SEE Ferguson (Harry) inc.

Better farming for better living. KK79831. SEE Ferguson (Harry) inc.

Exclusive SSC Suction-Side control. KK76769. SEE Ferguson (Harry) inc.

The Ferguson heavy-duty, side-mounted mower. KK78014. SEE Ferguson (Harry) inc.

Ferguson moldboard plows. KK78646. SEE Ferguson (Harry) inc.

The Ferguson system makes the land serve you. KK79832. SEE Ferguson (Harry) inc.

The Ferguson system serves well the cause of agriculture. KK77470. SEE Ferguson (Harry) inc.

The inside story of the Ferguson system, with exclusive suction side control. KK76200. SEE Ferguson (Harry) inc.

It's been a good year for Canada's farmers. KK79410. SEE Ferguson (Harry) inc.

It's bigger in power, performance, economy ... the far more powerful Ferguson 30. KK75317. SEE Ferguson (Harry) inc.

Just a couple of dozen years. KK78689. SEE Ferguson (Harry) inc.

The mighty power of a great new engine ... that's the far more powerful Ferguson 30. KK75316. SEE Ferguson (Harry) inc.

The new and far more powerful Ferguson Twenty 85 built to meet more of the needs of more of the farmers more of the time than any other tractor. KK78393. SEE Ferguson (Harry) inc.

JANSEN, ADOLPH, Jr. Cont'd.
The new Ferguson heavy-duty reversible disc harrow. KK75830. SEE Ferguson (Harry) inc.
No other tractor compares in value with the far more powerful Ferguson 30. KK80358. SEE Ferguson (Harry) inc.
Now only the far more powerful Ferguson 30 ... SEE Ferguson (Harry) inc.
Now, only the far more powerful Ferguson Twenty-85 can have the famous Ferguson system with exclusive SSC, suction-side control. KK77204. SEE Ferguson (Harry) inc.
Only the far more powerful Ferguson 30 has the one and only Ferguson system. KK78272. SEE Ferguson (Harry) inc.
To all Ferguson dealers, SSC Exclusively Ours. KK76768. SEE Ferguson (Harry) inc.
The world famous Ferguson system with ... SEE Ferguson (Harry) inc.

JARVIS, DONALD S. ©
Donald S. Jarvis, serving the industry since 1940. (Poultry and egg processing equipment) Letterhead. © 1May52; KK75156.

JARVIS, GEORGE.
Your daily bread. SEE American Bakers Association.

JAY, Charles H. t.a. Chalmers Manufacturing Company. SEE Chalmers Manufacturing Company.

JAY'S LABORATORIES ©
Pomage; a creamy emollient and skin cleanser. 1 ounce net. (Chemicals) Label. Appl. author: S:S Studies. © 28Nov52; KK80074.

JENSEN, KARL W.
Ready reference guide to Jensen needles. KK76182. SEE Jensen Industries, inc.

JENSEN INDUSTRIES, INC. ©
Ready reference guide to Jensen needles. (Phonograph needles) 15 p. Appl. author: Karl W. Jensen. © 1Jul52; KK76182.

JEFFREY-ALLAN INDUSTRIES.
Easy-Reach tissue dispenser. Instructions. Card. © Seymour Kulwin, d.b.a. Jeffrey-Allan Industries; 19Aug52; KK76878.

Easy-Reach tissue dispenser. So handy, yet out of the way. Label. © Seymour Kulwin, d.b.a. Jeffrey-Allan Industries; 19Aug52; KK76879.

New Jeffrey-Allan speed ports. Give every car that super charged look. (Automotive accessories) Sheet. © Seymour Kulwin, d.b.a. Jeffrey-Allan Industries; 19Aug52; KK76708.

Nothing like it. Jeffrey-Allan easy-reach tissue dispenser. (Automotive accessories) Sheet. © Seymour Kulwin, d.b.a. Jeffrey-Allan Industries; 19Aug52; KK76709.

When snow falls your customers need Jeffrey-Allan skid chain adjusters. Beautifully plated ... Sheet. © Seymour Kulwin, d.b.a. Jeffrey-Allan Industries; 19Nov52; KK79603.

JEPSON, IVAR.
Sunbeam cooking -- Deep frying. KK76302. SEE Sunbeam Corporation.

JEPSON, TINSLEY T.
Pismo condensed clam chowder. KK79120. SEE Inspectors Sea Food Company.

JERCLAYDON, INC. ©
Carpet soils vanish. Glamorene rug cleaner. Label. Appl. author: Leslie Howe. © 3Aug52; KK76488.

Glamorene for carpet glamour. Cleans carpets, ready to walk on in 15 to 30 minutes. Contents: one gallon. (Carpet cleaning compound) Label. Appl. author: Benjamin Meister Hulsh. © 28Dec48; KK75738.

Glamorene performs carpet cleaning miracles for you. Sheet. Appl. author: J. J. Hulsh. © 31Mar52; KK74968.

Glamorene, the world's finest carpet cleaner. Contents: 1 gallon. (Rug and carpet cleaner) Label. Appl. authors: Pete Porter and Garnett Megee. © 5Jan52; KK75762.

JESPERSON, H. P. SEE Jespersen, inc.

JESPERSON, INC. ©
Library on liquid fertilizers, written and compiled by H. P. Jespersen. Mks 'M' Grow liquid fertilizer. 21 leaves. © 1Mar52; KK76792.

JET'S BRAND PRODUCTS.
Cookers, the flavor savers. Jet's brand. (Ceramic kitchen utensils) Folder. © Ellison Curtis Smith, owner Jet's Brand Products; 14Oct52; KK79253.

Jet's brand cookers the flavor savers. Sheet. © Ellison Curtis Smith, owner Jet's Brand Products; 31Jul52; KK78807.

Jet's brand Jet O'Light. A real sight saver, relieves eye strain, promotes efficiency, lessens fatigue, light directly over work. (Electrical and fluorescent light) Sheet. © Ellison Curtis Smith, owner Jet's Brand Products; 26Sep52; KK78806.

Jet's brand phone' coaster. Dial ezy, the phone stays put. 4 sketches; Sheet. © Ellison Curtis Smith, owner Jet's Brand Products; 26Sep52; KK78808.

Jet's brand phone' coaster. Dial ezy, the phone stays put. Sheet. © Ellison Curtis Smith, owner Jet's Brand Products; 31Jul52; KK78809.

Je'tella. Fashioned by Jets. (Shirts for boys) Label. © 13Feb52; KK76138.

Keenan Sharp. Fashioned by Jets. (Shirts for boys) Label. © 13Feb52; KK76136.

JIFFY FLUORESCENT LIGHT COMPANY ©
New invention now ready, the Jiffy Circline fluorescent lamp. (Adapter fixtures) Sheet. Appl. author: B. L. Fry. © 5May52; KK75556.

JOHNSON, Miss B. ©
Old Hickory Smoke Sauce with sherry wine. Net wt. 4 oz. (Meat sauce) Label. © 7Jul52; KK75727.

JOHNSON, Bud, pseud. SEE Johnson, Fay V., Jr.

JOHNSON, CHARLES KLINE.
Selling slants. Dec. 1951. SEE Du Pont de Nemours (E. I.) and Company, inc.

JOHNSON, DARRELL M.
The Lauder sales system. KK77150. SEE Lauder Company.

JOHNSON, EDWARD E.
To my brave; to my squaw. KK75404. SEE Dexter-Mahne, inc.

JOHNSON, FAY V., Jr.
For fishing at its best Kentucky Lake. Sterling beer. Poster. © Fay V. Johnson, jr. (Bud Johnson, pseud.); 20May52; KK76146.

JOHNSON, JOHN RAUCHE.
Get into the Solar system, capacitors since 1932. KK80273. SEE Solar Manufacturing Corporation.

JOHNSON, JOHN S.
New price list. SEE Johnson (Sam) and Sons Fisheries, inc.

JOHNSON, Leigh Keith and Gladys Bulka, d.b.a. Southwest Unlimited. SEE Southwest Unlimited.

JOHNSON, PAUL C.
American hammered Krome-Oil piston ring set. KK80107. SEE Sealed Power Corporation. American Hammered Automotive Replacement Division.

JOHNSON (S. C.) AND SON, INC. ©
Hard gloss Glo-Coat for all floors, linoleum ... Label. © 15Jun51; KK80105.

How to save hours of scrubbing after a 6-minute Glo-coat waxing. Adv. from Sunset magazine, Apr. 1952, p. 85. Appl. author: Needham, Louis & Brorby, inc. © 25Mar52; KK76948.

Klinol masking agent, deodorizer for manufacturing use only. Johnson's. Label. © 7Nov52; KK79695.

My husband had to pay for my mistake. Johnson's paste wax. Adv. from Woman's day, Nov. 1951, p. 145. Appl. author: Needham, Louis & Brorby, inc. © 25Oct51; KK75836.

JOHNSON (SAM) AND SONS FISHERIES, INC. ©
New price list. Fall and winter season 1952. Skipper Sam's guaranteed fresh fish. Folder. Appl. author: John S. Johnson. © 13Oct52; KK78489.

New price list. Order form. Fall and winter season, 1952. (Frozen fish) Sheet. Appl. author: John S. Johnson. © 13Oct52; KK78488.

JOHNSON AND JOHNSON, firm.
Tip sheet; a series of selling sentences. Band-Aid plastic dressings. Adv. © Johnson & Johnson; 6Aug52; KK76687.

Tip sheet; a series of selling sentences. Red Cross adhesive tape. Adv. © Johnson & Johnson; 6Aug52; KK76688.

JOHNSTON (GASTON) CORPORATION ©
Antstroy. Brush it on. Kills ants, silverfish, waterbugs, roaches. Label. Appl. author: Gaston Johnston. © 29Sep52; KK78889.

No-Roach, brush it on, kills roaches, ants ... Net contents: 8 ounces. (Insecticide) Label. Appl. author: Gaston Johnston. © 6Jun52; KK75780.

No-rocha Johnston. Apliquelo con brocha. Mata las cucarachas. (Insecticide) Label. Appl. author: Gaston Johnston. © 29Sep52; KK78890.

JOHNSTON, JAMES WILLIAM ©
Win a year's supply of fuel oil ... Count the Mister B.T.U. contest. (General merchandise at retail) Adv. from Statesville daily record, Statesville, N. C., July 3, 1952, p. 2. © 3Jul52; KK75562.

JO-JAN CHEESECAKE COMPANY.
World's finest dessert. Jo-Jan all cream cheesecake. Label. Appl.

author: Edward de St. Maurice.
© Jo-Jan Cheesecake Co., Max Weinberg & Graeme K. MacDonald, sole owners; 14Oct52; KK80447.

JONES, CORYDON.

Pratt-Low dietetic diet-sweet.
KK77926. SEE Pratt-Low Preserving Company.

JONES (E. D.) AND SONS COMPANY ©.

Cartridge-type agitators for paper stock. Folder. Appl. author: Wm. B. Remington, inc. © 11Jul52; KK75485.

That looks fine. Now, how are we going to get it made? (Fabrications) Folder. Appl. author: Wm. B. Remington, inc. © 18Jul52; KK75486.

JONES, EDGAR L.

Scrap sack. KK76515. SEE Eljo Art Menu Company.

JONES, Harold R., d.b.a. Harold R.

Jones Co. SEE Jones (Harold R.) Company.

JONES (HAROLD R.) COMPANY.

Your friendly independent milk dealer. Contents: 1 qt. liquid. (Milk containers) Label.
© Harold R. Jones, d.b.a. Harold R. Jones Co.; 5Sep52; KK77234.

JONES AND TAYLOR AND ASSOCIATES.

Air cylinders; catalog section 55.
KK77295. SEE Rivett Lathe and Grinder, inc.

Air valves; catalog section 303.
KK77292. SEE Rivett Lathe and Grinder, inc.

Careful planning can help conserve your estate. KK79205. SEE National Bank and Trust Company.

The complete line: air valves, air cylinders, hydraulic valves, hydraulic cylinders, hydraulic power units. KK77294. SEE Rivett Lathe and Grinder, inc.

Hydraulic cylinders; catalog section 105. KK77290. SEE Rivett Lathe and Grinder, inc.

Hydraulic power units; catalog section 400. KK77293. SEE Rivett Lathe and Grinder, inc.

Hydraulic valves; catalog section 203. KK77291. SEE Rivett Lathe and Grinder, inc.

JORDAN, FRANK GEORGE ©.

The Jordan multi-patterned Kolor-Skope, the magic aid to creating designs. For artists, designers, schools. Label. © 6Aug52; KK76454.

The Jordan multi-patterned Kolor-Skope, a magic aid to design creating. Kolor Kraft. Label.
© 6Aug52; KK76453.

JOSEPH, AL.

Take a shine to your muffler line.
KK79709. SEE Goerlich's.

JUDY COMPANY.

Judy Jumps here's Cockadoodle. (Toys) Sheet. Appl. author: Hymie D. Berman. © The Judy Co.; 15May52; KK78289.

Judy Jumps here's Funny-Bunny. (Toys) Sheet. Appl. author: Hymie D. Berman. © The Judy Co.; 15May52; KK78290.

Judy Jumps here's Jumpy-Frog. (Toys) Sheet. Appl. author: Hymie D. Berman. © The Judy Co.; 15May52; KK78292.

Judy Jumps here's Clown-Up'n-Down. (Toys) Sheet. Appl. author: Hymie D. Berman. © The Judy Co.; 15May52; KK78291.

JUHL ADVERTISING AGENCY.

The brand new grand new Everett.
KK76030. SEE Everett Piano Company.

Edware world's most popular clarinet.
KK76028. SEE Boosey and Hawkes, ltd.

Empire presents Acmette and Acme accordions. KK76031. SEE Empire Accordion Corporation.

How to improve homemaking in schools and colleges. KK76027. SEE Mutschler Brothers Company.

Key fretted instruments. KK76029.
SEE Key Musical Instrument Company.

World's most popular clarinet.
KK76026. SEE Boosey and Hawkes, ltd.

JUILLIARD (A. D.) AND COMPANY ©.

Because fine fabrics are the foundation of fashion ... Juilliard woolsens. (Women's clothing) Adv. from Woman's home companion, Sept. 1951, p. 147. Appl. author: Gotham Advertising Co. © 22Aug51; KK75776.

Juilliard Alora. In Alora, Juilliard achieves exciting depth and dimension. (Clothing) Adv. from the New Yorker, Oct. 11, 1952, p. 13. Appl. author: Gotham Advertising Co. © 9Oct52; KK78570.

Juilliard Flambeau. Forget the forecast, in this brilliantly styled rain-or-shine coat by Mainstreet. Adv. from New York times magazine, Sept. 28, 1952, p. 14. Appl. author: Gotham Advertising Co. © 28Sept52; KK78573.

Juilliard Lusteroy. (Women's clothing) Adv. from Seventeen, Aug. 1952, p. 41. Appl. author: Gotham Advertising Co. © 1Aug52; KK77339.

Juilliard velveteen. (Women's clothing) Adv. from Seventeen, Sept. 1952, p. 30. Appl. author: Gotham Advertising Co. © 1Sep52; KK77341.

Juilliard woolsens. Juillaine, sheer, crisp pure worsted crepe by Juilliard, in Harvey Berlin's elegant town dress with a flourish of narrow side-pleats. Adv. from the New Yorker, Sept. 27, 1952, p. 7. Appl. author: Gotham Advertising Co. © 25Sep52; KK78571.

Juilliard woolsens. Juilliard block check ... Adv. from Vogue pattern book, Spring 1952, p. 8E. Appl. author: Gotham Advertising Co. © 5Jan52; KK79849.

Juilliard woolsens. A return to the elegance of velvety texture, Juilliard's superb smooth-faced coating in fall's first color. Adv. from Harper's bazaar, Oct. 1952. Appl. author: Gotham Advertising Co. © 1Oct52; KK78572.

Juilliard woolsens. (Women's clothing) Adv. from Vogue, Sept. 1, 1952, p. 9. Appl. author: Gotham Advertising Co. © 1Sep52; KK77340.

Velveteen. Frostone, enchanting new frosted velveteen, its arresting, dull-white overtone achieved exclusively by Juilliard. Adv. from Vogue, Aug. 15, 1952, p. 9. Appl. author: Gotham Advertising Co. © 15Aug52; KK76098.

Woolens. A distinguished flannel takes to color. Juilliard. (Clothing) Adv. from Charm, Aug. 1952, p. 12. Appl. author: Gotham Advertising Co. © 22Jul52; KK76100.

Woolens. Lounge in the luxury of Juilliard gabardine. (Clothing) Adv. from Harper's bazaar, Aug. 1952, p. 29. Appl. author: Gotham Advertising Co. © 1Aug52; KK76097.

Zephyroy ... Juilliard Zephyroy is a superior corduroy because it is made of super-fine combed yarn ... (Clothing) Adv. from Vogue pattern book, Aug.-Sept. 1952, p. 9. Appl. author: Gotham Advertising Co. © 25Jul52; KK76099.

JUNEX PRODUCTS ©.

Noted doctors warn: overweight is a serious threat to your life. Junex. (Dietary supplement) Adv. Appl. author: Ad Rovin. © 16Jul52; KK75436.

JUNG PRODUCTS, INC. ©.

Futuro hernia-aid for reducible inguinal rupture. (Packaging) Label. Appl. author: Henry Malcolm Stuckenberg. © 24Nov52; KK80285.

JUNGGREN, OSCAR H.

Controlling costs when maintenance goes above arm's reach. KK77521. SEE Patent Scaffolding Company, inc.

Here it is, Fold-A-Way scaffold. KK75804. SEE Patent Scaffolding Company, inc.

JUNTUNEN, ARNO A.

Salerno Jack Frost. KK74936. SEE Salerno-Megowen Biscuit Company.

K

KADANE, Fred A., Jr., d.b.a. Sun Valley Pecan Company. SEE Sun Valley Pecan Company.

KAHN (DAVID) INC. ©.

America's finest values in pens for Christmas 98¢. Weavever Presclik retractable ball pen. Poster. © 15Nov52; KK80618.

America's finest values in pens for Christmas \$1. Weavever Pennant fountain pen. Poster. © 15Nov52; KK80617.

From the world's largest fountain pen manufacturer. America's finest values in pens for Christmas. Weavever. Adv. from Life, Nov. 17, 1952, p. 163. © 14Nov52; KK79960.

Let Weavever pens help them make their marks at school. (Writing instruments) Adv. from Parents' magazine, Sept. 1952, p. 139. © 19Aug52; KK77844.

Weavever; America's best pens for school, home, office. Poster. © 15Aug52; KK76798.

Your best pen buy is now better than ever. Weavever fountain pens, mechanical pencils. Adv. from the Saturday evening post, Sept. 13, 1952, p. 164. © 10Sep52; KK77845.

KAHN (GEORGE N.) COMPANY, INC.

Easy-to-make Hiawatha Heirloom needle-point treasures. KK75005. SEE Heirloom Needlework Guild, inc.

When a woman takes a notion ... SEE Traum (David) Company, inc.

KAISER-FRAZER SALES CORPORATION ©.

Drive with George McManus and his new Henry J Corsair. (Automobiles)

KAISER-FRAZER SALES CORPORATION ©.
Cont'd.

Adv. from Saturday evening post, July 19, 1952, p. 89. Appl. author: William H. Weintraub & Co. © 19Jul52; KK76106.

Get on Easiest St., get in the new '53 Henry J. (Automobiles) Adv. from the Saturday evening post, Nov. 22, 1952, p. 93. Appl. author: William H. Weintraub & Co., inc. © 19Nov52; KK80156.

How the 1952 Kaiser with the world's safest front seat gives you America's greatest value. (Automobiles) Adv. from the Saturday evening post, June 28, 1952, p. 104-105. Appl. author: William H. Weintraub & Co., inc. © 25Jun52; KK75522.

Now here to make the road ahead 100, 000 miles safer for you. New '53 Kaiser the world's first safety first car. Adv. from the Saturday evening post, Nov. 29, 1952, p. 77. Appl. author: William H. Weintraub & Co., inc. © 26Nov52; KK79991.

Presenting 2 head-turning, mind-changing new cars. Drive the new '53 Kaiser. Drive the new '53 Henry J. (Automobiles) Adv. from the Saturday evening post, Nov. 5, 1952, p. 88-89. Appl. author: William H. Weintraub & Co., inc. © 5Nov52; KK79328.

Sit here, be safer. Your safest buy today, new '52 Kaiser. (Automobiles) Adv. from the Saturday evening post, Aug. 2, 1952, p. 67. Appl. author: William H. Weintraub & Co., inc. © 2Aug52; KK76494.

Smart car for smart people, the new Henry J Corsair. Adv. from Saturday evening post, Sept. 13, 1952, p. 69. Appl. author: William H. Weintraub & Co., inc. © 10Sep52; KK77361.

This year, next year always. Kaiser-Frazer shows the way. (Automobiles) Adv. from the Automotive news, Sept. 8, 1952, p. 53. Appl. author: William H. Weintraub & Co., inc. © 8Sep52; KK78018.

Why your child deserves Kaiser's front seat safety. '52 Kaiser Manhattan. (Automobile) Adv. from Parents' magazine, Aug. 1952, p. 13. Appl. author: William H. Weintraub & Co., inc. © 25Jul52; KK77682.

You put more than money into the car you buy. '52 Kaiser with the world's safest front seat. Adv. from the Saturday evening post, Oct. 4, 1952, p. 7. Appl. author: William H. Weintraub & Co., inc. © 10Oct52; KK77890.

KALETAY, JOSEPH.

Old York Village proudly presents the Hearth Rancher, 2, 3 & 4 bed room, ultra-modern home ... Folder. © Joseph Kaletay, Tom DeMatteis, James Morello; 21Jun52; KK78317.

KAMINETSKY, Nathan, t.a., Kaminex Products. SEE Kaminex Products.

KAMINEX PRODUCTS.

Plaster-craft specification, a finishing coat on plaster lath. Sheet. © Nathan Kaminetsky, t.a., Kaminex Products; 6Jun52; KK74952.

KANE, REX.

Bouquet Garni, the finest herbs. KK75166. SEE Van-Rex Company.

Figaro's, royal purple figs. KK75165. SEE Van-Rex Company.

KANNER (JOS.) HAT COMPANY, INC. ©.

Caxton Fifth Avenue New York Hats. (His Majesty's stag hounds on Ascot Heath) Label. © 5Sep52; KK79234.

KANTOR, WILLIAM.

The last word in photography. KK79528. SEE Zyzzy Stampz Ztudioz Company.

Our trade mark for reproductions in Ztamp form of any person ... KK79529. SEE Zyzzy Ztampz Ztudioz Company.

KAPLAN, SAM.

Life begins with a Triboro product. KK80078. SEE Triboro Quilt Manufacturing Corporation.

KARPOFF, ALEX DAVID.

Autograph embossed Keytainers holds 6 or more keys. KK79775. SEE American Muffler Company.

KASTOR, FARRELL, CHESLEY AND CLIFFORD, INC.

I've been in Milwaukee, I ought to know ... KK80368. SEE Blatz Brewing Company.

KATES (W. A.) COMPANY ©.

Direct acting flow rate regulators. Kates. (Liquid flow regulators) Folder. Appl. author: Irwin Simms. © 1Mar52; KK76268.

KATZ, ADOLPH.

Ballerina by Coro. KK78287. SEE Coro, inc.

Black Beauty by Coro. KK78249. SEE Coro, inc.

Fragrance, by Coro. KK80316. SEE Coro, inc.

Masterpieces of fashion jewelry. KK78431. SEE Coro, inc.

Platina by Coro. KK78250. SEE Coro, inc.

Royal Galaxy, by Coro. KK78899. SEE Coro, inc.

Your eye can tell, it's Corocraft. KK78804. SEE Coro, inc.

KAUFFELD, D. B.

Quality Guarded Pure Test ice cream; butter pecan. KK76825. SEE American Ice Cream Merchandising Council.

KAUFMAN (HENRY J.) AND ASSOCIATES.

Spring Meadow Tweed, Lebow originated. KK77530. SEE Lebow Brothers, inc.

KAUFMAN, IRVING H.

Unbelievable? Yes, unbelievable, but true. KK76083. SEE Allison-Kaufman Company.

KAUFMAN, JEROME.

Everyone's talking about the fabulous new Zotos career girl wave ... KK76858. SEE Sales Affiliates, inc.

KAUFMAN, THEODORE N.

Spice 'n' smoke seasoning & flavoring salt. KK78750. SEE Glen Hall Brands.

KAUFMAN, Wynne, d.b.a. Russmark Greetings. SEE Russmark Greetings.

KAUTZMANN, FRANK N., JR.

Investigate before you buy Thor washers. KK75944. SEE Latham (E. B.) and Company.

KAY MUSICAL INSTRUMENT COMPANY ©.

Kay fretted instruments. (Musical) 9 p. Appl. author: Juhl Advertising Agency. © 18Jul52; KK76029.

KAYLON INCORPORATED ©.

Look what's new for Christmas! Tommies for her happier home life. (Pajamas) Folder. Appl. author: Rosemary B. Meyer. © 10Oct52; KK79425.

2 for the money! 3 for the show! Two dead months, January and February miraculously come to life for smart pajama buyers with Tommies newest promotion plan. (Pajamas) Folder. Appl. author: Rosemary B. Meyer. © 10Nov52; KK79426.

What goes on at night? Tommies pajamas of course! Folder. Appl. author: Rosemary B. Meyer. © 1Jul52; KK79424.

KEESHIN POULTRY COMPANY ©.

Quick frozen cut-up chicken with giblets. Keeshin. Peak of perfection. Label. Appl. author: Louis Pessmen. © 10Jun52; KK76265.

KELLERMANN, FELIX.

Who is Krazy Kelly? KK80114. SEE Kosher Kelly, inc.

KELLOGG COMPANY ©.

Corn Soya. New protein cereal ... Kellogg's Corn Soya brings you initialed silverware. Net wt. 8 oz. Label. © 17Sep51; KK79917.

Kellogg's Pep, the solar cereal. Net weight 8 ounces. Label. © 2Jun52; KK78085.

Krumbles, shreds of whole wheat ... Now Kellogg's makes this sensational offer. Net weight 9 ounces. (Ready-to-eat cereals) Label. © 25Jan52; KK79918.

Rice Krispies ... Kellogg's Rice Krispies. Get these rings that make faces. 5 1/2 ounces net wt. (Ready-to-eat cereals) Label. © 11Aug52; KK79919.

Sugar Corn Pops. Kellogg's. Where did pirates bury their treasure? Net weight 8 ozs. Label. (Ready-to-eat cereal) © 25Jul52; KK78283.

Sugar frosted flakes; Tony the talking tiger. (Cereals) Label. © 11Aug52; KK80603.

Sugar frosted flakes; Who's Zoo color the tigers. (Cereals) Label. © 11Aug52; KK80602.

KELLOGG SWITCHBOARD AND SUPPLY COMPANY ©.

Crossbar, Kellogg's achievement of the century. (Telephone equipment) Pamphlet. Appl. author: Glenn, Jordan, Stoetzel, inc. © 13Oct52; KK78284.

KELLY, JOHN HAYES.

1852-1952. KK78103. SEE Studebaker Corporation.

Get a sleek new Studebaker and cut your driving costs. KK75222. SEE Studebaker Corporation.

It's sleek, it's fleet, it's a jet-streamed new Studebaker. KK77288. SEE Studebaker Corporation.

Own a smartly styled Studebaker and get marvelous gas mileage. KK76685. SEE Studebaker Corporation.

Studebaker rounds out its first century ... KK79349. SEE Studebaker Corporation.

A Studebaker saves plenty of gas because it's so trim and sleek. KK76310. SEE Studebaker Corporation.

A Studebaker truck cuts costs day after day for years. KK75706. SEE Studebaker Corporation.

A Studebaker truck pays off in low cost pulling power. KK75111. SEE Studebaker Corporation.

Sturdy Studebakers have been doing America's hauling for over 100 years. KK80556. SEE Studebaker Corporation.

You win two ways with a Studebaker.
KK75134. SEE Studebaker Corporation.

KELLY, NASON, INC.

Re-educate your hearing. KK78016.
SEE Douglas, Esther A.

These world-famous watches make no
other claims than ... KK77238.
SEE Stern (Henri) Watch Agency,
Inc. Universal Genève Division.

KEMP (E. F.) CORPORATION ©.

Happy Thanksgiving. (Orange color)
(Nuts) Label. © 22Oct52; KK79606.

Nut topping. Kemp's. 4 1/2 oz. net.
Label. © E. F. Kemp, Inc., E. F.
Kemp Corp., successor; 1Jan46;
KK78658.

Peanut butter. Kemp's. 1 lb. net.
Label. © E. F. Kemp, Inc., E. F.
Kemp Corp., successor; 1Jan46;
KK78657.

Salted Carlisle mixed nuts. Kemp's.
6 1/2 lbs. net. Label. © E. F.
Kemp, Inc., E. F. Kemp Corp., suc-
cessor; 1Jan42; KK78665.

Salted castanas selected. Kemp's nuts.
6 1/2 lbs. net. Label. © E. F.
Kemp, Inc., E. F. Kemp Corp., suc-
cessor; 1Jan42; KK78662.

Salted filberts fancy. Kemp's nuts.
6 lbs. net. Label. © E. F. Kemp,
Inc., E. F. Kemp Corp., successor;
1Jan42; KK78664.

Salted filberts, fancy. Kemp's 7 oz.
net. Label. © E. F. Kemp, Inc.,
E. F. Kemp Corp., successor; 1Jan42;
KK78655.

Salted pistachios in the shell.
Kemp's Kempac. 7 lbs. net. Label.
© E. F. Kemp, Inc., E. F. Kemp
Corp., successor; 1Jan42; KK78661.

Salted pistachios in the shell.
Kemp's nuts. 8 oz. net. Label.
© E. F. Kemp, Inc., E. F. Kemp
Corp., successor; 1Jan42; KK78666.

Salted Radio mixed nuts. Kemp's
Kempac. 6 1/2 lbs. net. Label.
© E. F. Kemp, Inc., E. F. Kemp
Corp., successor; 1Jan42; KK78660.

Salted Sealskin peanuts. Kemp's
Kempac. 7 lbs. net. Label. © E.
F. Kemp, Inc., E. F. Kemp Corp.,
successor; 1Jan42; KK78659.

Season's greetings. (Nuts) Label.
© 25Sep52; KK78380.

Toasted pignolias fancy. Kemp's nuts.
7 lbs. net. Label. © E. F. Kemp,
Inc., E. F. Kemp Corp., successor;
1Jan42; KK78663.

Walnut pieces. Kemp's nuts. 3 1/2 oz.
net. Label. © E. F. Kemp, Inc.,
E. F. Kemp Corp., successor; 1Jan42;
KK78656.

KENDALL COMPANY. BAUER AND BLACK DIVISION.

Wouldn't you, if she were your Janie?
Use the same first-aid dressings
most leading hospitals do. Curity.
Adv. from Life, Feb. 4, 1952,
p. 102. © The Kendall Co., Bauer
& Black Division; 4Feb52; KK75487.

KENNEDY (P. J.) AND SONS ©.

120th annual issue, the Official
Catholic directory, 1952. (Book)
Folder. Appl. author: J. Louis
Meyer. © 3Jun52; KK75838.

KENNAMETAL, INC. ©.

Carbide tooling engineered for the
steel industry. Kennametal. 19 p.
© 10Sep52; KK77805.

Kentanium, new heat-resistant Tita-
nium alloy resists thermal shock
... Bulletin 1052. 6 p. Appl.
author: Fred W. Pennington.
© 16Oct52; KK79297.

KENNEDY, EDWARD C.

Solve your toughest lubrication prob-
lems. KK79680. SEE Scientific Lu-
bricants Company.

KENNEDY, GROSVENOR AYRES.

Industrial news. SEE Gates Rubber
Company.

Industrial reporter. SEE Gates
Rubber Company.

KENTILE, INC. ©.

The asphalt tile of enduring beauty.
Kentile. For homes, for business,
colorful floors that cost so
little, last so long. 12 p.
© 20Nov50; KK75810.

Ken rubber tile floors soften the
miles you walk in your home. In-
stall it yourself, save money.
Ken-Kit. Display poster. Appl.
author: Forbes Lithograph Mfg. Co.
© 25Sep52; KK79159.

Tilco-Fin tubing handbook. A complete
data file on the use of segmented
fins for cutting costs in indus-
trial heat transfer. (Metal
tubing) 10 p. © 28Dec51; KK75811.

KENYA GEM CORPORATION ©.

Proudly offers the new miracle gems
of science. The exact duplicates of
nature's most precious treasures.
Astra star sapphires, Astra rubies,
Yuca emeralds. Folder. Appl.
author: Harry Boyd Brown. © 21Jul52;
KK75687.

KERR, T. B.

Eagle brand sweetened condensed
milk. KK77063. SEE Borden Com-
pany.

KETCHUM, MACLEOD AND GROVE, INC.

When you hold the moon in your hands --
KK79235. SEE Westmorland Sterling.

KEWANEE-ROSS CORPORATION.

Kewanee-Iron Fireman boiler-burner
unit for high or low pressure
heating, power and process steam.
Form no. 2314. 12 p. Appl. au-
thors: C. Keith Ferguson & Dale
Wylie. © Kewanee-Ross Corp. & Iron
Fireman Manufacturing Co.; 7Nov52;
KK79329.

Kewanee square-heat type R boiler.
Catalog 88. Folder. Appl. author:
C. Keith Ferguson. © 12Sep52;
KK78193.

KEY TAB PRODUCTS.

Instant key identification; Kee-
Tab created for long life on met-
al keys. (Key tabs) Card.
© Key Tab Products, Albert Weber
& Lew Landsman, sole owners;
26Oct48; KK80115.

KEYSTONE PAINT AND VARNISH CORPORA- TION ©.

Beauty at your feet, with Degrah
odorless enamel. Folder. Appl.
author: Keystone Paint & Varnish
Corp., employer for hire.
© 1Nov52; KK79674.

For the handsomest house in the neigh-
borhood. Keystone 100 o/o pure
house paint. Folder. Appl. author:
Keystone Paint & Varnish Corp., em-
ployer for hire. © 31Oct52;
KK79677.

New furniture for old, with odorless
Slikup. Rapid drying enamel. Fold-
er. Appl. author: Keystone Paint
& Varnish Corp., employer for hire.
© 17Oct52; KK79673.

Odorless Keystone oil base paints,
for walls, ceilings and woodwork.
Folder. Appl. author: Keystone
Paint & Varnish Corp., employer for
hire. © 6Oct52; KK79675.

White to stay, the odorless way. Key-
stone odorless Edelveice. (Enamel)
Folder. Appl. author: Keystone
Paint & Varnish Corp., employer for
hire. © 17Oct52; KK79676.

KICKOFF PUBLISHING COMPANY, INC. ©.

The Kickoff; sponsored by Hardie &
Caudle. (Men's furnishings) Folder.
© The Kickoff Pub. Co., Inc.
Sept. 21, 1952. © 21Sep52;
KK77484.

Sept. 29, 1952. © 29Sep52; KK77940.

Oct. 6, 1952. © 6Oct52; KK79283.

Oct. 13, 1952. © 13Oct52; KK78180.

Oct. 20, 1952. © 20Oct52;
KK79094.

Oct. 27, 1952. © 27Oct52; KK78634.

Nov. 3, 1952. © 3Nov52; KK78753.

Nov. 10, 1952. © 10Nov52; KK79192.

Nov. 17, 1952. © 17Nov52; KK79409.

Nov. 24, 1952. © 24Nov52; KK79782.

KID PIN ENTERPRISES ©.

Kid 1 Pin. (Milk) Label. Appl.
author: Stacey Dewitt Edwards.
© 2Aug52; KK76232.

KIDDE (WALTER) AND COMPANY, INC. ©.

Fire is your business too. Kidde.
(Fire extinguishing equipment)
Folder. Appl. author: Stuart
Grant. © 7Aug52; KK76102.

Fire protection, for the home, for
industry, for business, for the
farm. Kidde. (Fire extinguishing
equipment) 11 p. Appl. author:
Stuart Grant. © 7Jul52; KK76103.

Mechanical foam fire protection for
flammable liquid storage tanks.
Kidde. Pamphlet. Appl. author:
Stuart Grant. © 10Oct52; KK78409.

Total loss or temporary inconven-
ience. Kidde. (Fire extinguishing
equipment) Folder. Appl. author:
Stuart Grant. © 7Aug52; KK76104.

KILLEBREW, BILL ©.

Lewis' Bunny bread color book. Pam-
phlet. © 10Sep52; KK80450.

KIMBALL (ABBOTT) COMPANY, INC.

Beautiful Bryans dress up in geor-
gette, the most exciting new stock-
ing fabric since nylon itself.
KK79530. SEE Beautiful Bryans, Inc.

Dramatic loveliness in exquisite
lingerie of treasured nylon tricot
... KK79397. SEE Vanity Fair
Mills, Inc.

Enchanting peignoir wearable and
practical of matchless nylon tri-
cot that washes casually ...
KK76509. SEE Vanity Fair Mills,
Inc.

L'ensemble ravissant. KK79389. SEE
Vanity Fair Mills, Inc.

It's crisp. KK79393. SEE Vanity
Fair Mills, Inc.

New slip in new fabric, taffette.
KK79392. SEE Vanity Fair Mills,
Inc.

Nightdress of extraordinary charm, in
dawn pink nylon tricot ... KK79391.
SEE Vanity Fair Mills, Inc.

Only by Vanity Fair. SEE Vanity
Fair Mills, Inc.

Pajamas in a new mood, frankly
feminine. KK79398. SEE Vanity
Fair Mills, Inc.

Perfect pettiskirt in all sizes of
matchless nylon tricot ... SEE
Vanity Fair Mills, Inc.

See - the shapely look of legs ele-
gantly set in Sherry Topaz ...
KK79241. SEE Beautiful Bryans, Inc.

KIMBALL (ABBOTT) COMPANY, INC.

Cont'd.

The Southern Belle only by Vanity Fair. KK76510. SEE Vanity Fair Mills, inc.

This glorious slip of matchless nylon tricot and net ... KK79384. SEE Vanity Fair Mills, inc.

This gown has the lyrical loveliness of delicate lace and misty net ... KK79388. SEE Vanity Fair Mills, inc.

Wear Sideshow, a slant oblique in fashion's new direction. KK78224. SEE Carlisle Shoe Company.

KIMBALL (MILES) COMPANY ©.

Horse of another color. Personal door knockers. (Early bird mailing. Assorted mail order giftware) Sheet. Appl. author: George Robert Hagene. © 22Oct52; KK79655.

KIMBERLY-CLARK CORPORATION ©.

Let's swap ideas. Match your advertising ideas with these and win a \$50 bond. Enamel & coated printing papers. [Photo. of hand] Adv. from U. S. news & world report, Oct. 3, 1952, p. 104. Appl. author: Harvey Clements. © 29Sep52; KK78527.

Let's swap ideas. Match your advertising ideas with these and win a \$50 bond. (Main illus. grass-growing gadget. Printing papers) Adv. from Newsweek, July 21, 1952, p. 85. Appl. author: Harvey Clements. © 17Jul52; KK76165.

Let's swap ideas. Match your advertising ideas with these and win a \$50 bond. (Printing papers) Adv. from U. S. news & world report, Aug. 29, 1952, p. 71. Appl. author: Harvey Clements. © 25Aug52; KK77148.

Let's swap ideas. Match your printing ideas with these and win a \$50 bond. Enamel & coated printing papers. [Numbering machine shims] Adv. from the Inland printer, Sept. 1952, p. 97. Appl. author: Harvey Clements. © 10Sep52; KK78530.

Let's swap ideas. Match your printing ideas with these and win a \$50 bond. (Printing papers) Adv. from American printer, Aug. 1952, p. 69. Appl. author: Harvey Clements. © 10Jul52; KK76530.

Let's swap ideas. Match your printing ideas with these, and win a \$50 bond. (Printing papers) Adv. from American printer, Oct. 1952, p. 30. Appl. author: Harvey Clements. © 10Sep52; KK79667.

Let's swap ideas. Match your printing ideas with these and win a \$50 bond. (Printing papers) Adv. from New England printer and lithographer, June 1952, p. 27. Appl. author: Harvey Clements. © 15Jun52; KK75320.

Let's swap ideas. Match your printing ideas with these and win a \$50 bond. (Printing papers) Adv. from the Inland printer, July 1952, p. 95. Appl. author: Harvey Clements. © 10Jul52; KK76068.

KING FROZEN FOODS.

King okra, the king of all okra; choice okra with all its deliciousness frozen in. Net wt. 8 oz. Label. © Francis Edmonds, d.b.a. King Frozen Foods; 10Sep51; KK76946.

KINGFISH SAUSAGE AND SPECIALTY COMPANY, INC.

Hot. Mr. Sausage. It's in the bag for you. One pound net. (Pork sausage) Label. © Kingfish Sausage & Specialty Co., inc., T. Wade Bulla & W. L. Marrs; 10Oct52; KK79305.

KINSELLA, JOHN J. ©.

Makes up to 6 gallons with water. Solve, America's best carpet dirt cleaner. Label. © 12Nov52; KK79712.

Solve, the fast carpet cleaner. Sheet. © 1Jun52; KK79713.

Solve the fast carpet rug shampoo. Adv. from Joliet herald news, Oct. 14, 1952, p. 34. © 12Oct52; KK79711.

KIRCH (EDWIN A.) AND COMPANY ©.

Kirch has as many floors of furniture as you have fingers on your hands. A complete car-load shipment ... Simmons Hide-a-beds. Adv. from Newark evening news, Nov. 23, 1952, p. 12. Appl. author: Max Walter Advertising Agency. © 23Nov52; KK79845.

KIRK, DEFOREST.

Gift advertising. (Specialty advertising articles) Label. © DeForest Kirk, d.b.a. Gift Advertising Co.; 1Jun52; KK76767.

KIRKMAN, James Watson, d.b.a. North Platte Advertising Company. SEE North Platte Advertising Company.

KISSIG, VERNON L.

Always the choice of champions ... SEE Helms Bakeries.

KISSINGER, RAYMOND G.

Are you suffering from billion-itis? KK78315. SEE Associated Spring Corporation. Barnes-Gibson-Raymond Division.

KITCHENS OF SARA LEE, INC. ©.

Sara Lee all butter coffee cake. Net wt. 14 1/2 ozs. Label. © 30Jul52; KK75805.

Sara Lee. Cream cheese cake. Label. © 23Aug52; KK77338.

You know from the very first bite. Sara Lee all-butter coffee cake. Sara Lee cream cheese cake. Adv. from Chicago daily tribune, Oct. 10, 1952, p. 13, pt. 2. Appl. author: Ivan Hill. © 10Oct52; KK78930.

KLARMANN, EMIL G.

Lysol brand disinfectant; a brief discussion of its properties and action. KK79527. SEE Lehn and Fink Products Corporation.

KLEIN, MAX:

Early bird edition. KK77112. SEE Mosse, inc.

Mosse linen year book 1953. KK78947. SEE Mosse, inc.

Two great May specials by Mosse. KK76174. SEE Mosse, inc.

KLEINERT (I. B.) RUBBER COMPANY ©.

Guaranteed Blue Label colored shields. Rubber lined guaranteed fast colors boilable quality. Label. Appl. author: Rita Winn. © 22Oct52; KK79195.

Guaranteed Blue Label shields, rubber lined guaranteed boilable. Label. Appl. author: Rita Winn. © 22Oct52; KK79200.

Guaranteed cap sleeve shields; especially designed for cap sleeves. Label. Appl. author: Rita Winn. © 22Oct52; KK79194.

Guaranteed dress shields. A deodorant alone is not enough ... Label. Appl. author: Rita Winn. © 22Oct52; KK79193.

Guaranteed Jubilee shields, budget price shields for guaranteed protection. Label. Appl. author: Rita Winn. © 22Oct52; KK79201.

Guaranteed Modine silk shields; luxurious pure silk rubber lines. Label. Appl. author: Rita Winn. © 22Oct52; KK79197.

Guaranteed On and Off shields; no sewing required ... Label. Appl. author: Rita Winn. © 6Nov52; KK79198.

Guaranteed Pin-In shields; rubber lined fast colors. Label. Appl. author: Rita Winn. © 22Oct52; KK79196.

Guaranteed short sleeve shields; especially designed for short sleeves. Label. Appl. author: Rita Winn. © 22Oct52; KK79199.

KLEINMAN, LEO.

Tentation by True Form. KK78971. SEE Ace Paper Company, inc.

KLEMTNER, PAUL.

For more rapid and sustained results in hypochromic and nutritional anemias -- Rhodaplex capsules; Rhodalix elixir. KK76497. SEE Vitamine Company, inc.

KLEMTNER (PAUL) AND COMPANY, INC.

Anxiety, the universal disease of our times. KK78325. SEE Schenley Laboratories, inc.

Chemical kinship to cascara because its potency is precise, Dorbane. KK80335. SEE Schenley Laboratories, inc.

Elevates the mood without inducing jitters. KK80340. SEE Schenley Laboratories, inc.

For prompt, pleasant, lasting relief in gastric hyperacidity specify Titralac. KK78324. SEE Schenley Laboratories, inc.

For the patient coughing himself blue in the face. KK80334. SEE Schenley Laboratories, inc.

For the patient coughing himself into knots. KK80337. SEE Schenley Laboratories, inc.

For the patient feeling mighty low. KK80338. SEE Schenley Laboratories, inc.

For the patient who carries no weight. KK80339. SEE Schenley Laboratories, inc.

For the patient with too much gastric acid. KK80336. SEE Schenley Laboratories, inc.

A new high in hormone quality and at a much lower cost. KK80333. SEE Schenley Laboratories, inc.

Titralac. The only gastric antacid ... KK80331. SEE Schenley Laboratories, inc.

A trio of quickly effective Schenley products: Tetracillin, Orapen, Titralac. KK80332. SEE Schenley Laboratories, inc.

The universal disease of our times, anxiety. KK78326. SEE Schenley Laboratories, inc.

KNOERR, PAUL E.

Handiest pen in the world, the new Lee duplex with the plastic magnifier. KK80622. SEE Norlee Company.

KOCH, CONSTANCE KATHLEEN.

Termite's natural enemy. KK76527. SEE Williams (Robert O.) Company.

KOCH (FRED) BREWERY ©.

Deer run pale ale. Label. Appl. author: John D. Koch. © 25Apr52; KK76876.

Kookie neck label, and Koch's Pilsener beer (body label) Contents 7 fl. ozs. Label. Appl. author: John D. Koch. © 11Jan52; KK78051.

KOCH, John D. SEE Koch (Fred) Brewery.

KOCH, LOUIS @.
1952 baseball fan calendar. Rod & Gun smoking mixture. Calendar.
© 17Jul52; KK76292.

KOCH, S. J.
The only pocket-size snap-around volt-ammeters. KK78939. SEE Pyramid Instrument Corporation.

KOCH SUPPLIES.
Suicide with D.D.T. Use it freely from the sprinkler top can for roaches, water bugs, and silver fish ... (Insecticide) Label.
© Raymond H. Starr, d.b.a. Koch Supplies; 22Oct52; KK79629.

KONHEIM, NORRIS.
Cool thoughts for hot days. KK75339. SEE Manhattan Shirt Company.
Deluxe set of classics. KK79583. SEE Manhattan Shirt Company.

For going places this fall. KK77648. SEE Manhattan Shirt Company.

Give dad the greatest style show on earth. KK75869. SEE Manhattan Shirt Company.

Signed by the same master. SEE Manhattan Shirt Company.

Soft touch for the sultan. KK79270. SEE Manhattan Shirt Company.

Span construction wonder designed to last ... KK79269. SEE Manhattan Shirt Company.

Your stock goes up. KK77792. SEE Manhattan Shirt Company.

You're always young in Shangri-La. KK80455. SEE Manhattan Shirt Company.

KONO, Alexander, Blanche Kono and Florence Kono Smith, d.b.a. Kono Manufacturing Company. SEE Kono Manufacturing Company.

KONO, Blanche, Alexander Kono and Florence Kono Smith, d.b.a. The Kono Manufacturing Company. SEE Kono Manufacturing Company.

KONO MANUFACTURING COMPANY.
Fashion casts its spell. (Spectacle frames) Adv. from the Optical Journal and review of optometry, Oct. 15, 1952, p. 11. Appl. author: Florence Kono Smith.
© Alexander Kono, Blanche Kono and Florence Kono Smith, d.b.a. The Kono Manufacturing Co.; 10ct52; KK78776.

KONRAD, ALEXANDER @.
The F. C. Russell Co. manufacturers of Rusco, world's finest combination windows, doors and porch enclosures asks your invitation ... Card. © 18Oct52; KK78280.

Invitation to admire ... a recent installation by Ohio Rusco. (Combination windows, doors, and porch enclosures) Card. © 20Sep52; KK77434.

KOOLVENT METAL AWNING COMPANY @.
Lifetime metal awnings. Kool Vent. Standard colors. Folder. Appl. author: Wade Hampton Wynne, Jr. © 1Aug52; KK78423.

KOPALD, S. L., Jr.
Look. Free coupon worth 10¢ on the purchase of a pint bottle of HumKo dainty oil. KK76514. SEE HumKo Company.

KORFUND COMPANY, INC.
For efficient, economical vibration control, Korfund cork products.

(Cork isolation) Folder. Appl. author: Donald H. Vance. © The Korfund Co., inc.; 1Jul52; KK75725.

Vibration control units utilizing springs, cork, rubber. Pamphlet. Appl. author: Donald H. Vance. © The Korfund Company, inc.; 1Aug52; KK76753.

KOSHER KELLY, INC. @.
Who is Krazy Kelly? Come to one of our 8 stores and name Krazy Kelly. Win this Norge frozen food upright freezer plus 1 year's supply of frozen food. (Refrigerators) Adv. from New York post, Nov. 2, 1952, p. 27. Appl. author: Felix Kellermann. © 2Nov52; KK80114.

KOSMA, ANDREW R.
Manual dexterity test and principles of motion study for employee selection and training. KK75588. SEE Better Methods Company.

KOTKINS, HENRY.
Vacationers with inside information choose Skyway. KK77646. SEE Skyway Luggage Company.

KOZLOFF (J.) FISH DIST., INC. @.
Sportsman brand quick frozen. (Fish) Label. Appl. author: Bernadette Weber. © 20Oct52; KK78686.

KRAUSE, TESSIE M.
America's largest liquid library. KK79043. SEE Schenley Distributors, inc.

America's most wanted watch; unsurpassed for accuracy, unequaled for value. KK79056. SEE Hamilton Watch Company.

Announcing the greatest invention in home cleaning since the vacuum cleaner. KK78261. SEE Electrolux Corporation.

Ask your jeweler, he knows your best buy is Hamilton. KK80214. SEE Hamilton Watch Company.

Be happy - give Luckies to the boys at little more than 7¢ a pack. KK79952. SEE American Tobacco Company.

Be happy - go Lucky. SEE American Tobacco Company.

Be happy is our motto ... KK76054. SEE American Tobacco Company.

Brilliant and bewitching styles in, America's most wanted watch, Hamilton. KK76059. SEE Hamilton Watch Company.

Bulletin - College students prefer Luckies in nation-wide survey. KK79948. SEE American Tobacco Company.

Community creates a new pattern ... KK79051. SEE Oneida, Ltd.

Community for keeps. SEE Oneida, Ltd.

Community presents a new pattern White Orchid in a beautiful new chest. KK80212. SEE Oneida, Ltd.

Don't forget, give Luckies to our boys in Korea and in V.A. and service hospitals. KK79951. SEE American Tobacco Company.

Dorothy Collins says: Remember you can buy Luckies for the boys ... KK79061. SEE American Tobacco Company.

Dorothy Collins, the sweetheart of Lucky Strike, says: Be happy - go Lucky. KK80500. SEE American Tobacco Company.

For accuracy, for value, America's most wanted watch, Hamilton. SEE Hamilton Watch Company.

The gift you'd much rather keep than give away. KK80211. SEE Schenley Distributors, inc.

Give cartons of Luckies this Christmas. KK80501. SEE American Tobacco Company.

Give your graduate America's most wanted watch. SEE Hamilton Watch Company.

Hamilton, America's most wanted watch. KK76062. SEE Hamilton Watch Company.

Hamilton to be given with pride, to be cherished forever. KK80213. SEE Hamilton Watch Company.

He's a baby sitter for barrels. KK79049. SEE Schenley Distributors, inc.

How a grain thief operates. KK79042. SEE Schenley Distributors, inc.

How to feel like spring all summer. KK76064. SEE Hart, Schaffner and Marx.

If you've tasted today's Schenley you know it's the best tasting whiskey in ages. SEE Schenley Distributors, inc.

Important announcement. KK79949. SEE American Tobacco Company.

In a cigarette, taste makes the difference ... KK79058. SEE American Tobacco Company.

Inconceivable but it was invented, impossible but it was built, incredible but you can believe it. KK80220. SEE Electrolux Corporation.

It's here, the wonderful new White, only sewing machine with perfect, all-speed stitching. KK79039. SEE White Sewing Machine Corporation.

Luckies taste better. SEE American Tobacco Company.

Make a date with the finest tasting whiskey in the world. KK79047. SEE Schenley Distributors, inc.

Message in a bottle. KK79048. SEE Schenley Distributors, inc.

More power; high road octane makes the difference. KK80387. SEE California Oil Company.

Now, matched styling in America's most wanted watch, Hamilton. SEE Hamilton Watch Company.

Now see for yourself why Luckies taste better. SEE American Tobacco Company.

Number E 267618. KK79040. SEE Schenley Distributors, inc.

Outstanding leader of the watch fashion parade, Hamilton. KK80502. SEE Hamilton Watch Company.

Profit column by Lucky. KK80216. SEE American Tobacco Company.

Retail reminders by Lucky. SEE American Tobacco Company.

Schenley makes every drink taste better. KK76066. SEE Schenley Distributors, inc.

See Dorothy Collins, the sweetheart of Lucky Strike ... KK79070. SEE American Tobacco Company.

See for yourself why Luckies taste better. SEE American Tobacco Company.

See why Luckies taste better. SEE American Tobacco Company.

She's in love, and she'll love Community for Christmas. KK80504. SEE Oneida, Ltd.

Simple arithmetic. KK79050. SEE Schenley Distributors, inc.

KRAUSE, TESSIE M. Cont'd.

Sir John Schenley, the international whisky, a blend. KK80505. SEE Schenley Distributors, inc.

Smart new styles in America's most wanted watch. KK78079. SEE Hamilton Watch Company.

Someone you love is hoping for a Hamilton. KK76056. SEE Hamilton Watch Company.

Students - make \$25.00. KK79935. SEE American Tobacco Company.

To express your love through the years, make this a Hamilton Christmas. KK80503. SEE Hamilton Watch Company.

Touch no dirt, breathe no dirt, see no dirt. KK79665. SEE Electrolux Corporation.

We have a nice letter from a professor about his Viracle suit ... KK79054. SEE Hart Schaffner and Marx.

When you give today's Schenley, you know you're giving the best-tasting whiskey in ages. KK80507. SEE Schenley Distributors, inc.

You get more for your dollar when you give, America's most wanted watch, Hamilton. SEE Hamilton Watch Company.

Yours to live with, yours to love. KK80570. SEE Oneida, ltd.

KRAWITZ, Louis E., d.b.a. Exalin Products Co. SEE Exaline Products Company.

KREICKER AND MELOAN, INC.

Clear track for your gravy train. KK79029. SEE McGraw Electric Company. Clark Division.

Condensed catalog and price list, effective November 1, 1952. KK80432. SEE McDonnell and Miller, inc.

The day you get on the gravy train. KK76678. SEE McGraw Electric Company. Clark Division.

Dividends, for Toastmaster water heater customers and for you, greater profit. KK76679. SEE McGraw Electric Company. Clark Division.

Highball your gravy train. KK79028. SEE McGraw Electric Company. Clark Division.

Keep your gravy train on the main line. KK79030. SEE McGraw Electric Company. Clark Division.

KREIGHBAUM, MARLIN B.

How to repair hose (plastic or rubber) quickly in 3 easy steps with Nelson menders. KK77332. SEE Nelson (L. R.) Manufacturing Company.

KREISS (SIDNEY J.) INC. ©.

Sheer Fla-teri[®] nylons. (Ladies' hosiery) Label. Appl. author: Sidney J. Kreiss. © 21Oct52; KK78856.

KRIEGER, WILLIAM ©.

1952 Home Trailer Exhibition, June 24-28, 1 to 9 p.m. daily, rear of Leon's Bank Building. (Banking) Adv. from Bergen evening record, Hackensack, N. J., June 23, 1952, p. 23. © 23Jun52; KK75515.

KROCK, Nathan R., d.b.a. Boston Printing Company. SEE Boston Printing Company.

KRUSKOPF, REYNOLD B.

Dauntless Donald, by Markopf. KK78448. SEE Cream of Wheat Corporation.

KUDE, LOUIS.

Sun, all-purpose wonder suds, clothes, dishes. KK78179. SEE Los Angeles Soap Company.

KUFF AND FELDSTEIN ADVERTISING AGENCY.

Greenebaum's newest diamond shipment, brought to you direct from South Africa. KK80176. SEE Greenebaum (M.) and Sons.

KULWIN, Seymour, d.b.a. Jeffrey-Allan Industries. SEE Jeffrey-Allan Industries.

KURLAND, Jacob. SEE Kurland Enterprises, inc.

KURLAND ENTERPRISES, INC. ©.

Fastest game in the world. You can win every time. KE puzzle game. Card. Appl. author: Jacob Kurland. © 11Jun52; KK75629.

KURTZ, HARRY D.

Aircraft custom and standard electric motors, electric and hydraulic actuators. KK77272. SEE Jack and Heintz, inc.

KUSEK, LADISLAUS W. ©.

Are you buying more than one pair of nylons each month? Save with Kindex. (Hosiery) Folder. 30Jun52; KK76518.

L

LML ENGINEERING AND MANUFACTURING CORPORATION ©.

Scientific common sense about infrared brooding. Cardinal. 23 p. Appl. author: Wayne Price. © 20Sep52; KK78510.

LABORATORY Equipment Division, Scientific Apparatus Makers Association. SEE Scientific Apparatus Makers Association. Laboratory Equipment Division.

LABORATORY PRODUCTS COMPANY ©.

Clinical research shows Lobeline Sulphate in special compound can curb tobacco habit pleasantly and effectively. Quits. (Pharmaceutical) Folder. © 4Sep52; KK78620.

LADY STEPHANS ©.

White on white cottons. Lady Stephans. (Articles of clothing) Sheet. Appl. author: Joseph Nachman. © 5Jun52; KK80572.

LA FRANCE, RENE JOSEPH.

Photographic Maskit and Xmaskit, film negative masks for making photo greeting cards on all occasions. KK75612. SEE La France Productions.

LA FRANCE PRODUCTIONS ©.

Photographic Maskit and Xmaskit, film negative masks for making photo greeting cards on all occasions. Folder. Appl. author: Rene Joseph La France. © 16Jun52; KK75612.

LAMB, GEORGE N.

Door faces guaranteed genuine mahogany. KK80128. SEE Mahogany Association, inc.

LAMBERT COMPANY. JOHN HUDSON MOORE COMPANY, DIVISION.

Sportsman, old style shaving mug. Label. © The Lambert Co.; 23Aug52; KK79033.

LAMPKIN, Guy Forest. SEE Lampkin Laboratories, inc.

LAMPKIN LABORATORIES, INC. ©.

FM modulation meter. Type 205. Bulletin no. 85222. Appl. author: Guy Forest Lampkin. © 26Aug52; KK76992.

Micrometer frequency meter, type 103-B and type 105-B. (Instrument for measuring center frequency of transmitters or oscillators) Sheet. Appl. author: Guy Forest Lampkin. © 29May52; KK75708.

LANDAUER, FRED.

Portable two circuit low volt and pulse generator. KK75663. SEE Teca Corporation.

Teca CD4P. KK78312. SEE Teca Corporation.

Variable pulse generator and chronaximetric meter for electro diagnosis and prognosis. KK75664. SEE Teca Corporation.

LANDER, DAVID ©.

Stomach Pep. Relieves stomach distress. Net contents 16 ozs. Label. © 9Jul52; KK77758.

LANDERS, FRARY AND CLARK ©.

Entertaining is easy with a Cook-a-matic, says Elsa Maxwell. Universal. Adv. from Holiday, Oct. 1952, p. 22. Appl. author: Gould & Tierney, inc. © 19Sep52; KK78023.

Take along your ruffles. Universal travel iron. Adv. from Holiday, Sept. 1952, p. 113. Appl. author: Gould & Tierney, inc. © 15Aug52; KK76667.

LANDSMAN, Lew and Albert Weber, sole owners of Key Tab Products. SEE Key Tab Products.

LANE COMPANY, INC.

New functional cedar chests solve your storage problems. Adv. from Better homes and gardens, Apr. 1952, p. 225. Appl. author: Young & Rubicam, inc. © The Lane Co., inc.; 26Mar52; KK77569.

Oh, what a thoughtful family to give me a Lane cedar chest for Mother's Day. Adv. from Life, Apr. 21, 1952. Appl. author: Young & Rubicam, inc. © 18Apr52; KK76545.

Solve your storage problems with a handsome cedar chest. The price of a Lane is so much less. Adv. from Better homes & gardens, May 1952, p. 134. Appl. author: Young & Rubicam, inc. © The Lane Co., inc.; 25Apr52; KK76603.

Thrill your valentine with the gift that gathers more gifts. Lane cedar chests. Adv. from Look, Jan. 29, 1952, p. 2 of cover. Appl. author: Young & Rubicam, inc. © The Lane Co.; 15Jan52; KK76784.

With a heart full of love for the bride, a Lane cedar chest. Adv. from Life, May 26, 1952, p. 6. Appl. author: Young & Rubicam, inc. © The Lane Co., inc.; 23May52; KK76604.

LANGLEY CORPORATION ©.

The last 4 years have seen sensational changes in sport fishing. New lightweight tackle pioneered by Langley ... Adv. from True, Oct. 1951, p. 103. Appl. author: C. C. Ramsey. © 21Sep51 (in notice: 1950); KK76172.

LA PINE (ARTHUR S.) AND COMPANY ©.

Arthur S. La Pine & Company presents the Metrogram, new high capacity precision weighing instrument. Folder. Appl. author: Arthur S. La Pine. © 2Sep52; KK77838.

Inspection bulletin. Presenting equipment designed for high standard inspection. (Laboratory

apparatus) 7 p. Appl. author: Arthur S. La Pine. © Arthur S. La Pine & Co.; 21Dec52; KK80668.

LAPOINTE-PLASCOMOLD CORPORATION.

Solved. One of TV's greatest problems. Vee-D-X perfects the first VHF-UHF antenna. The new Ultra Q-Tee. Adv. from Radio & television retailing, Aug. 1952, p. 3 of cover. Appl. author: The F. W. Prellie Co. © The LaPointe-Plascomold Corp.; 1Aug52; KK76101.

LARGAY, JAMES ANTHONY, Jr.

Positive control shock absorbers ... KK76947. SEE Philadelphia Hydraulic Shock Absorber Service.

LARRABEE ASSOCIATES ©.

Safford-Chandler renewed cars. Adv. from Washington times-herald, Oct. 3, 1952, p. 14A. © 30Oct52; KK78678.

LARSEN COMPANY.

Layer-pak vegetables for salads or garnish. Larsen. Net weight 1 lb. (Canned vegetables) Label. © The Larsen Co.; 15Aug52; KK77118.

LARSON, A. W.

Foxhole the weather-proof pocket writing kit tailored-made for Korea. KK79884. SEE Calumet Printing Company.

LARSON, MILTON H.

All plastic American men manikins. SEE American Fixture and Manufacturing Company.

Chromcraft commercial furniture.

KK76010. SEE American Fixture and Manufacturing Company.

The debut that charmed Fifth Avenue. KK78912. SEE American Fixture and Manufacturing Company.

The great new Chromcraft line.

KK76009. SEE American Fixture and Manufacturing Company.

Korrek-way children manikins score again in value. KK75052. SEE American Fixture and Manufacturing Company.

Korrek-way garment racks. KK75053. SEE American Fixture and Manufacturing Company.

LASS O'SCOTLAND, LTD. ©.

Flare Knit the flare that flatters. (Knitted clothing) Label. Appl. author: Samuel Feldman. © 22Sep52; KK77688.

LASSEN, JOHN CHARLES ©.

Buzz-Bomb, the hot dog supreme. (Hot dog sandwich) Sheet. © 15May52; KK78932.

Rocket-Burger ... KK76071. SEE Rocket-Burger, Inc.

LATHAM (E. B.) AND COMPANY ©.

Investigate before you buy Thor washers. Ask your dealer to write on your sales receipt ... Adv. from New York post, p. 44. Appl. author: Frank N. Kautzmann, Jr. © 6May52; KK75944.

LATREMORE, NELSON C.

Closet hanger Bug-A-Boo moth crystals. KK80119. SEE Bug-A-Boo Products, Inc.

Kills moth worms, flying moths, moth eggs. KK80120. SEE Bug-A-Boo Products, Inc.

LAUDER COMPANY ©.

The Lauder sales system. Folder. Appl. author: Darrell M. Johnson. © 19Jun52; KK77150.

LAVEZZORIO, JOHN.

Peanut Maid Poker Chips. KK80431. SEE Peanut Specialty Company.

LAW, Frank A., John C. Bennett and Harold J. Caldwell, forming the partnership Paramount Pub. Co. SEE Paramount Publishing Company.

LAWRENCE, DOROTHY H.

Snowdrift's new golden flake pie-crust. KK75359. SEE Wesson Oil and Snowdrift Company, Inc.

LEA MANUFACTURING COMPANY ©.

Gripmaster polishing wheel. Cement. Folder. Appl. author: Richard P. Crane. © 31Oct52; KK80631.

LEANDER, ROBERT.

Dorsey Connors says, Mystik tape brand repairs, seals, decorates in 13 beautiful colors. KK80588. SEE Mystik Adhesive Products.

New, Mystik brand Self-stik Thinflex, the fastest and best masking tape made. SEE Mystik Adhesive Products.

LEBLAND, MACK.

Now you can save as much as 80 o/o fuel, 75 o/o water, 50 o/o materials, 50 o/o labor with the Carousel fully automatic laundry unit counter flow. KK79464. SEE Orban (Kurt) Company, Inc.

LEEW, VICTOR.

2 men's athletic shirts, tested and approved by United States Testing Co. KK75695. SEE Underwear Guild, Inc.

2 pair girl's panties, tested and approved by United States Testing Co. KK75694. SEE Underwear Guild, Inc.

LEBOW BROTHERS, INC. ©.

Spring Meadow Tweed, Lebow originated. Worumbo woven. (Men's clothing) Adv. from the New Yorker, Apr. 5, 1952, p. 72. Appl. author: Henry J. Kaufman & Associates. © 5Apr52; KK77530.

LEDERER INDUSTRIES, INC. ©.

Facts about your country every boy and girl should know. Rough Riders. (Shoes) Card. Appl. author: Robert L. Weil. © 23Jun52; KK75340.

Facts about your country every boy and girl should know. Rugged Ramblers. (Shoes) Card. Appl. author: Robert L. Weil. © 23Jun52; KK75341.

Merry Christmas. cSanta Claus with two children. (Shoes) Card. Appl. author: Robert L. Weil. © 28May52; KK77631.

LEDERMAN, Erwin S., owner Pedic Laboratory. SEE Pedic Laboratory.

LEE, EDWARD B.

I'm your Mail Dog. KK76513. SEE Saavedra Workshop.

LEE (H. D.) COMPANY.

Casey Tibbs, world's champion cowboy, wears Lee Riders. (Cowboy pants) Adv. from Life, July 28, 1952, p. 96. Appl. author: John H. Jackson. © The H. D. Lee Co.; 25Jul52; KK77109.

From Maine to California, smart work clothes wearers choose Lee. America's best-made, best-known work clothes. Adv. from Life, Nov. 10, 1952, p. 162. Appl. author: John H. Jackson, Jr. © The H. D. Lee Co.; 7Nov52; KK80067.

Lee, America's best-made, best-known work clothes. The talk of the locker rooms. Adv. from

Front page detective, Nov. 1952, p. 20. Appl. author: John H. Jackson. © The H. D. Lee Co.; 30Sep52; KK80174.

Lee work clothes speak for themselves. It would take hours to show you the 55 extra value ... Adv. from the Progressive farmer, Nov. 1952, p. 58. Appl. author: John H. Jackson. © The H. D. Lee Co.; 15Oct52; KK80173.

No question about it. Lee is your best value in work clothes. Adv. from Front page detective, Oct. 1952, p. 22. Appl. author: John H. Jackson. © The H. D. Lee Co.; 29Aug52; KK78771.

No question about it. Lee is your best value in work clothes. Adv. from Look magazine, Sept. 23, 1952, p. 102. Appl. author: John H. Jackson. © The H. D. Lee Co.; 9Sep52; KK78770.

Quality you can see plus hidden quality in Lee overalls. Adv. from Inside detective & front page detective, Apr. 1952, p. 18. Appl. author: John H. Jackson, Jr. © 1Apr52; KK75084.

There's a Lee for every job, and for every member of the family. (Work clothes) Adv. from Front page detective, Dec. 1952, p. 18. Appl. author: John H. Jackson. © The H. D. Lee Co.; 31Oct52; KK80168.

Visit the nation's largest annual fair. Lee. (Work & cowboy clothes) Adv. from the Progressive farmer, Tex.-Okla. ed., Oct. 1952, p. 22. Appl. author: R. L. Edgerton. © The H. D. Lee Co.; 15Sep52; KK78196.

You're on the team with Lee Riders. (Cowboy pants) Adv. from Life, Aug. 18, 1952, p. 93. Appl. author: John H. Jackson. © The H. D. Lee Co.; 15Aug52; KK77107.

You're on the team with Lee Riders. (Cowboy pants) Adv. from National 4-H news, Sept. 1952, p. 40. Appl. author: John H. Jackson. © The H. D. Lee Co.; 1Sep52; KK77685.

You're on the team with Lee Riders. (Cowboy pants) Adv. from the Progressive farmer, Aug. 1952, p. 31. Appl. author: John H. Jackson. © The H. D. Lee Co.; 1Aug52; KK77108.

You're on the team with Lee Riders. Right at school. Right after school. (Cowboy pants) Adv. from Life, Aug. 18, 1952, p. 93. Appl. author: John H. Jackson. © The H. D. Lee Co.; 15Aug52; KK77826.

LEE, VANCE R. ©.

See 'N' Say; word game no. 1, entertains, teaches, drills. Sheet. © 2Jun52; KK76196.

LEE ELECTRIC.

Lee Duo-Thermy to help bring relief and comfort from muscular pain and inflammation. Pamphlet. © Lee Electric, George C. Crowder, owner; 15Oct52; KK79563.

LEE METAL PRODUCTS ©.

De luxe 5-drawer kitchen base unit. Lee ... manufacturers of steel household cabinets. Folder. © 14Oct52; KK78251.

Promotional kitchen base cabinets. Lee ... manufacturers of steel household cabinets. Sheet. © 14Oct52; KK78253.

- LEE METAL PRODUCTS ©.** Cont'd.
Promotional space-saver cabinet. Lee ... manufacturers of steel household cabinets. Sheet. © 14Oct52; KK78252.
- LEE RUBBER AND TIRE CORPORATION ©.**
Can't miss -- but no loss to the holder of a Lee Road Hazard guaranty. (Tires) Adv. from Life, July 28, 1952, p. 14. Appl. author: Benjamin Eshleman Co. © 28Jul52; KK76757.
- The cleanest thing on wheels, the Lee 5-rib Highway. Road-rated for all 'round trucking service. Lee tires. Adv. from Commercial car journal, June 1952, p. 230. Appl. author: Benjamin Eshleman Co. © 1Jun52; KK75189.
- Jolts ahead, if your tires are damaged your Lee Road Hazard guaranty pays the bill. Lee tires. Appl. author: Benjamin Eshleman Co. © 2Jun52; KK75188.
- Mr. Blandings' dream tire. Lee tires. Adv. Appl. author: Benjamin Eshleman Co. © 22Sep52; KK78090.
- On top of the highway problem. Lee tires. Adv. from Commercial car journal, July 1952, p. 30. Appl. author: Benjamin Eshleman Co. © 1Jul52; KK75432.
- Scuff, scrape, slice, but no loss to the holder of a Lee Road Hazard guaranty. Lee tires. Adv. from Life, June 30, 1952, p. 109. Appl. author: Benjamin Eshleman Co. © 30Jun52; KK75431.
- Tire trap, but no loss to the holder of a Lee road hazard guaranty. Lee tires. Adv. Appl. author: Benjamin Eshleman Co. © 25Aug52; KK78091.
- LEEDS, MYRON P. ©.**
Paint calculator. Ruled scale. © 5Aug52; KK77086.
- LEEDS AND NORTHRUP COMPANY ©.**
Thermocouple calculator. (Temperature controls) Card. Appl. author: Ade-Rolfe Floreen. © 23Jun52; KK76228.
- LEEKO MANUFACTURING COMPANY ©.**
Low, wide and handsome. The Ilsabar. (Foam rubber products) Adv. from Interior design, Sept. 1952, p. 88. Appl. author: Mann-Ellis, inc. © 20Sep52; KK78949.
- One easy motion does the trick; the new Leeko-convertible. (Sofa-bed) Adv. from Interiors, July 1952, p. 111. Appl. author: Mann-Ellis, inc. © 5Jul52; KK76935.
- LEEMING (THOMAS) AND COMPANY, INC. ©.**
If Peter Pain chains your youngster with children's colds, quick, rub in Ben-Gay. (Medical ointment for topical application) Adv. from Successful farming, Jan. 1952, p. 99. © 26Dec51; KK75074.
- Peter Pain gets the old 1-2. Ben-Gay. (Ointment) Adv. from American druggist, Jan. 7, 1952, p. 27. © 5Dec51; KK75343.
- LEFCOURTE, ALBERT.**
The Banbury; a contemporary console by Du Mont. KK77183. SEE Du Mont (Allen B.) Laboratories, inc.
- The Beverly. KK77189. SEE Du Mont (Allen B.) Laboratories, inc.
- The Clinton. KK77187. SEE Du Mont (Allen B.) Laboratories, inc.
- The Dynasty. KK77186. SEE Du Mont (Allen B.) Laboratories, inc.
- The Flanders; a French provincial console by Du Mont. KK77182. SEE Du Mont (Allen B.) Laboratories, inc.
- The Milford. KK77188. SEE Du Mont (Allen B.) Laboratories, inc.
- The Newbury. KK77184. SEE Du Mont (Allen B.) Laboratories, inc.
- Proof you can see; the biggest news in television is from Du Mont. KK77179. SEE Du Mont (Allen B.) Laboratories, inc.
- The Ridgewood. KK77190. SEE Du Mont (Allen B.) Laboratories, inc.
- The Shelburne. KK77192. SEE Du Mont (Allen B.) Laboratories, inc.
- The Somerset. KK77185. SEE Du Mont (Allen B.) Laboratories, inc.
- The Wakefield. KK77191. SEE Du Mont (Allen B.) Laboratories, inc.
- LEHMAN SPRAYSHIELD COMPANY ©.**
Selection chart, Lehman shower enclosures, shower bath doors, shower compartments ... Sheet. Appl. author: Louis H. Lehman. © 29Jul52; KK76380.
- LEHN AND FINK PRODUCTS CORPORATION ©.**
Lysol brand disinfectant; a brief discussion of its properties and action. A monograph for the medical, nursing and related profession by Dr. Emil G. Klarmann. Pamphlet. © 1Nov52; KK79527.
- LEHN AND FINK PRODUCTS CORPORATION.**
TUSSEY COSMETIQUES DIVISION ©.
A brilliant new approach to beauty, Tussey balanced beauty diet for your skin. 23 p. © 31Oct52; KK79959.
- LEKAS AND DRIVAS, INC. ©.**
Aristocratic brand Crem-O-Gal cheese. Net weight 1 lb. Label. Appl. author: Rene Cinquin. © 7Aug52; KK79146.
- LENNEN AND MITCHELL, INC.**
Tonight on TV, Schlitz playhouse of stars. SEE Schlitz (Jos.) Brewing Company.
- LENZ, NORBERT EDWARD ©.**
For efficient service see Lenz Realty Co. Card. © 15Jun52; KK77389.
- LEO, HERBERT THAL.**
Recipes for using M. C. P. All purpose pectin. SEE Mutual Citrus Products Company.
- LESTER, Olga Freeman, d.b.a. The F. L. F. Products Company. SEE F. L. F. Products Company.**
- LEVATHES, C., Mrs.**
Get out the vote buffet for solid citizens all in favor of Gorham Rondo. KK79271. SEE Gorham Company.
- A happy marriage starts with love and Gorham. KK77649. SEE Gorham Company.
- How to have a Christmas gift spree with very little money. KK79584. SEE Gorham Company.
- Introducing Gorham's new Thread of Gold. KK77790. SEE Gorham Company.
- New gift-inspiration. KK77791. SEE Gorham Company.
- New pattern of great elegance Thread of Gold ... KK79585. SEE Gorham Company.
- No better time than Christmas to start her Gorham sterling. KK79588. SEE Gorham Company.
- Pass it along the grapevine that you want Gorham sterling. KK79587. SEE Gorham Company.
- LEVINE, MERVIN.**
Gloria Swanson picks a new star ... KK79931. SEE Snag-Pruf Zipper Corporation.
- Now Ely & Walker of St. Louis makes sure there will be no selling snags for these branded lines. SEE Snag-Pruf Zipper Corporation.
- LEVINGER, BENJAMIN W.**
Schlage Capri so beautiful. KK79130. SEE Schlage Lock Company.
- LEVY, Arthur L., d.b.a. Deneen Industries. SEE Deneen Industries.**
- LEWYT CORPORATION ©.**
Lewyt world's most modern vacuum cleaner. It's powerful, no dust bag to empty. Adv. from the Saturday evening post, Nov. 15, 1952, p. 7. Appl. author: Hicks & Greist, inc. © 12Nov52; KK79812.
- Lewyt, world's most modern vacuum cleaner. No dust bag to empty. Adv. from McCall's, Dec. 1952, p. 83. Appl. author: Hicks & Greist, inc. © 21Nov52; KK80532.
- No dust bag to empty. Lewyt, world's most modern vacuum cleaner. Adv. from Better homes and gardens, Sept. 1952, p. 7. Appl. author: Hicks & Greist, inc. © 22Aug52; KK78181.
- No dust bag to empty. World's most modern vacuum cleaner. Lewyt. Adv. from Life, Oct. 6, 1952, p. 71. Appl. author: Hicks & Greist, inc. © 6Oct52; KK78157.
- LIBBEY GLASS, DIVISION OF OWENS-ILLINOIS GLASS COMPANY. SEE Owens-Illinois Glass Company. Libbey Glass Division.**
- LIEBMAN BREWERIES, INC. ©.**
December forecast: more Rheingold extra dry customers in your store than ever before. [Christmas scene with Miss Rheingold] Rheingold extra dry lager beer. Adv. from Connecticut beverage journal blue book, Dec. 1952, p. 145. Appl. author: Foote, Cone & Belding. © 1Dec52; KK80228.
- Election prediction: more votes, more voters, more Rheingold business for you. (Beer) Adv. from Connecticut beverage journal blue book, Sept. 1952, p. 121. Appl. author: Foote, Cone & Belding. © 1Sep52; KK77153.
- Election prediction: more votes, more voters, more Rheingold business for you. Rheingold extra dry lager beer. Adv. from Connecticut beverage journal blue book, Aug. 1952, p. 125. Appl. author: Foote, Cone & Belding. © 1Aug52; KK76461.
- July forecast: More Rheingold extra dry customers in your store than ever before. (Diving board scene in black and white. Beer) Adv. from Connecticut beverage journal blue book, July 1952, p. 121. Appl. author: Foote, Cone & Belding. © 1Jul52; KK75546.
- June forecast: More Rheingold extra dry customers in your store than ever before! Rheingold extra dry lager beer. Adv. from Connecticut beverage journal blue book, June 1952, p. 133. Appl. author: Foote, Cone and Belding. © 1Jun52; KK74980.
- My beer is Rheingold, the dry beer, says Alexis Smith. Adv. from Daily news, July 21, 1952, p. 41. Appl. author: Foote, Cone & Belding. © 21Jul52; KK76459.

- My beer is Rheingold, the dry beer, says Anne Hogan. (Burning leaves) Adv. from Cue, Oct. 18, 1952, p. 4 of cover. Appl. author: Foote, Cone & Belding. © 16Oct52; KK79218.
- My beer is Rheingold, the dry beer, says Anne Hogan. (Hunting) Adv. from Park east, Nov. 1952, p. 4 of cover. Appl. author: Foote, Cone & Belding. © 28Oct52; KK79219.
- "My beer is Rheingold, the dry beer!" says Anne Hogan, Miss Rheingold 1952. Adv. from the Plaza promenade magazine, Sept. 1952, p. 2 of cover. Appl. author: Foote, Cone & Belding. © 1Sep52; KK77152.
- My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. (Barn dance) Adv. from Daily mirror, Sept. 1, 1952, p. 9. Appl. author: Foote, Cone & Belding. © 1Sep52; KK78534.
- My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold, 1952. (Birdhouse, color) Adv. from Cue, May 3, 1952, p. 4 of cover. Appl. author: Foote, Cone & Belding. © 1May52; KK78268.
- My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. (Burning leaves, black and white) Adv. from Daily news, New York, Oct. 6, 1952, p. 37. Appl. author: Foote, Cone & Belding. © 6Oct52; KK79494.
- My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. (Burning leaves, in color) Adv. from the St. Regis promenade magazine, Oct. 1952, p. 4 of cover. Appl. author: Foote, Cone & Belding. © 10Oct52; KK78267.
- My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. (Diving board) Adv. from Daily news, July 7, 1952, p. 45. Appl. author: Foote, Cone & Belding. © 7Jul52; KK76458.
- My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. (Diving board scene) Adv. from the Waldorf-Astoria promenade magazine, July 1952, p. 2 of cover. Appl. author: Foote, Cone & Belding. © 1Jul52; KK75550.
- My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. (Hunting and restaurant scenes, black and white) Adv. from Daily mirror, New York, Nov. 3, 1952, p. 11. Appl. author: Foote, Cone & Belding. © 3Nov52; KK79491.
- My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. (Hunting scene, color) Adv. from the Ambassador promenade magazine, Nov. 1952, p. 2 of cover. Appl. author: Foote, Cone & Belding. © 1Nov52; KK79490.
- My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. (Sailing) Adv. from Daily news, Aug. 11, 1952, p. 33. Appl. author: Foote, Cone & Belding. © 11Aug52; KK78531.
- My beer is Rheingold, the dry beer! says Anne Hogan, Miss Rheingold 1952. (Sailing) Adv. from New York times, Aug. 7, 1952, p. 40. Appl. author: Foote, Cone & Belding. © 7Aug52; KK76305.
- My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. (Sailing, color) Adv. from Cue, July 26, 1952, p. 4 of cover. Appl. author: Foote, Cone & Belding. © 24Jul52; KK78266.
- My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. (Western scene, black and white) Adv. from New York journal American, Sept. 22, 1952, p. 12. Appl. author: Foote, Cone & Belding. © 22Sep52; KK79480.
- My beer is Rheingold, the dry beer, says Anne Hogan, Miss Rheingold 1952. You can always rely on it. It's beer as beer should taste. Adv. from the Waldorf-Astoria Promenade, June 1952, p. 4 of cover. Appl. author: Foote, Cone & Belding. © 1Jun52; KK75529.
- My beer is Rheingold, the dry beer, says Arlene Dahl. Adv. from Daily news, June 23, 1952, p. 41. Appl. author: Foote, Cone & Belding. © 23Jun52; KK75530.
- My beer is Rheingold, the dry beer, says Arthur Kennedy. Adv. from Cue, Aug. 9, 1952, p. 3. Appl. author: Foote, Cone & Belding. © 7Aug52; KK76460.
- My beer is Rheingold, the dry beer, says Bob Hope. Adv. from Daily news, Aug. 18, 1952, p. 27. Appl. author: Foote, Cone & Belding. © 18Aug52; KK78533.
- My beer is Rheingold, the dry beer, says Bob Hope. Adv. from New York post, Dec. 1, 1952, p. 33. Appl. author: Foote, Cone & Belding. © 1Dec52; KK80510.
- My beer is Rheingold, the dry beer, says Bobby Thomson. Adv. from the New York times, June 30, 1952, p. 38. Appl. author: Foote, Cone & Belding. © 30Jun52; KK75547.
- My beer is Rheingold, the dry beer, says Danton Walker. Adv. from Daily news, New York, Oct. 14, 1952, p. 39. Appl. author: Foote, Cone & Belding. © 14Oct52; KK79492.
- My beer is Rheingold, the dry beer, says Dorothy Kilgallen. Adv. from New York journal American, Oct. 27, 1952, p. 14. Appl. author: Foote, Cone & Belding. © 27Oct52; KK79489.
- My beer is Rheingold, the dry beer, says Dorothy McGuire. Adv. from the Restaurant man, July-Aug. 1952, p. 4 of cover. Appl. author: Foote, Cone & Belding. © 15Jul52; KK76823.
- My beer is Rheingold, the dry beer, says Edith Piaf. Adv. from New York post, Nov. 24, 1952, p. 35. Appl. author: Foote, Cone & Belding. © 24Nov52; KK80508.
- My beer is Rheingold, the dry beer, says Herbert Marshall. Adv. from Daily news, July 14, 1952, p. 35. Appl. author: Foote, Cone & Belding. © 14Jul52; KK76462.
- My beer is Rheingold, the dry beer says Jane Greer. Adv. from Daily mirror, Aug. 25, 1952, p. 11. Appl. author: Foote, Cone & Belding. © 25Aug52; KK78264.
- My beer is Rheingold, the dry beer, says Jarmila Novotna. Adv. from New York journal American, Dec. 8, 1952, p. 12. Appl. author: Foote, Cone & Belding. © 8Dec52; KK80514.
- My beer is Rheingold, the dry beer, says Joan Caulfield. Adv. from New York post, Nov. 17, 1952, p. 31. Appl. author: Foote, Cone & Belding. © 17Nov52; KK80511.
- My beer is Rheingold, the dry beer says Joan Crawford. Adv. from Daily news, Aug. 4, 1952, p. 29. Appl. author: Foote, Cone & Belding. © 4Aug52; KK78265.
- My beer is Rheingold, the dry beer, says Maureen O'Sullivan. Adv. from New York journal American, Oct. 20, 1952, p. 28. Appl. author: Foote, Cone & Belding. © 20Oct52; KK79215.
- My beer is Rheingold, the dry beer, says Pauline Betz. Adv. from New York journal American, Sept. 15, 1952, p. 14. Appl. author: Foote, Cone & Belding. © 15Sep52; KK79216.
- My beer is Rheingold, the dry beer, says Tommy Dorsey. Adv. from the New York times, Nov. 10, 1952, p. 46. Appl. author: Foote, Cone & Belding. © 10Nov52; KK79493.
- My beer is Rheingold, the dry beer, says Yogi Berra. Adv. from New York journal American, Sept. 8, 1952, p. 12. Appl. author: Foote, Cone & Belding. © 8Sep52; KK78532.
- November forecast: more Rheingold extra dry customers in your store than ever before. (Huntress scene in black and white) Rheingold extra dry lager beer. Adv. from Connecticut beverage journal blue book, Nov. 1952, p. 149. Appl. author: Foote, Cone & Belding. © 1Nov52; KK79664.
- Now. Elect Miss Rheingold, 1953 ... My beer is Rheingold the dry beer, says Anne Hogan, Miss Rheingold, 1952. Adv. from Grocer-graphic, Aug. 26, 1952, p. 3-4. Appl. author: Foote, Cone & Belding. © 26Aug52; KK77815.
- October forecast: More Rheingold extra dry customers in your store than ever before. (Miss Rheingold raking leaves) Rheingold extra dry lager beer. Adv. from Connecticut beverage journal blue book, Oct. 1952, p. 147. Appl. author: Foote, Cone & Belding. © 1Oct52; KK79001.
- Our beer is Rheingold, the dry beer! say Mr. and Mrs. John Farrow. Adv. from Daily news, New York, p. 52. Appl. author: Foote, Cone and Belding. © 31Jul52; KK76306.
- Season's greetings says Anne Hogan, Miss Rheingold 1952. [Christmas scene] Rheingold extra dry lager beer. Adv. from Promenade magazine, Dec. 1952, p. 4 of cover. Appl. author: Foote, Cone & Belding. © 1Dec52; KK80231.
- This symbol alone doesn't make a famous motor car. And words and claims don't make a famous beer. Rheingold extra dry lager beer. Adv. from Daily mirror, July 28, 1952, p. 11. Appl. author: Foote, Cone & Belding. © 28Jul52; KK76166.
- LIGGETT AND MYERS TOBACCO COMPANY ©
 Chesterfield first premium quality cigarette to offer both regular and king-size. Adv. Appl. author: Cunningham & Walsh, inc. © 26Jun52; KK78370.
- Chesterfield first premium quality cigarette to offer both regular & king-size. Adv. from Tan, Oct. 1952, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 15Sep52; KK78835.
- Compare Fatima with any other king-size cigarette. [3 cigarettes & package] Adv. from the Saturday evening post, Aug. 9, 1952, p. 2. Appl. author: Cunningham & Walsh, inc. © 9Aug52; KK76912.

LIGGETT AND MYERS TOBACCO COMPANY ©.
Cont'd.

Distinctive, with a truly different flavor and aroma, extra-mild Fatima continues to grow in favor among king-size cigarette smokers everywhere. Adv. from Collier's, Sept. 20, 1952. Appl. author: Cunningham and Walsh, inc. © 20Sep52; KK77366.

Distinctive, with a truly different flavor and aroma, extra-mild Fatima continues to grow in favor among king-size cigarette smokers everywhere. (Hand and cigarette) Adv. Appl. author: Cunningham & Walsh, inc. © 8Dec52; KK80169.

First premium quality cigarette now king-size and regular. Chesterfield cigarettes. Adv. from the New York times, June 30, 1952. Appl. author: Cunningham & Walsh, inc. © 30Jun52; KK75163.

First premium quality cigarette to give smokers a choice of king-size or regular. Chesterfield cigarettes. Adv. from the New York times, June 23, 1952. Appl. author: Cunningham & Walsh, inc. © 23Jun52; KK75512.

First premium quality cigarette to give smokers a choice of king-size or regular. Chesterfield cigarettes. Adv. from the New York times, July 2, 1952. Appl. author: Cunningham & Walsh, inc. © 2Jul52; KK75162.

First premium quality cigarette to offer both regular and king-size. Chesterfield. Adv. Appl. author: Cunningham & Walsh, inc. © 18Sep52; KK77704.

First premium quality cigarette to offer both regular and king-size. Chesterfield cigarettes. (Christmas carton) Adv. from Photoplay, Dec. 1952, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 10Nov52; KK80009.

First 20 game winner 1952 Bobby Shantz ... says: My cigarette, Chesterfield is first to give you smokers ... Adv. Appl. author: Cunningham & Walsh, inc. © 20Aug52; KK76911.

For you first premium quality cigarette, regular and king-size. Chesterfield. Adv. Appl. author: Cunningham & Walsh, inc. © 29Aug52; KK77333.

Give Fatima in the beautiful Christmas carton. Fatima cigarettes. Adv. Appl. author: Cunningham & Walsh, inc. © 6Nov52; KK79653.

An invitation on your door. Buy here. Chesterfield cigarettes. Adv. from Chain store age, Apr. 1952, p. 47. Appl. author: Cunningham & Walsh, inc. © 30Mar52; KK76444.

Meet one of Chesterfield's top salesmen: Ethel Dewberry. Chesterfield cigarettes. Adv. from Tan confessions, Sept. 1952. Appl. author: Cunningham & Walsh, inc. © 13Aug52; KK77367.

Meet one of Chesterfield's top salesmen: M. M. De Lisser. Chesterfield cigarettes. Adv. from Tan confessions, Aug. 1952, p. 4 of cover. Appl. author: Cunningham & Walsh, inc. © 7Aug52; KK75935.

Much milder, no unpleasant after-taste. First choice of college men and women at Ohio State ... Chesterfield cigarettes. Adv. Appl. author: Cunningham & Walsh, inc. © 24Jun52; KK75169.

Nose, throat, and accessory organs not adversely affected by smoking Chesterfields. (King-size and regular packages. Cigarettes) Adv. from the Sporting news, Sept. 24, 1952. Appl. author: Cunningham & Walsh, inc. © 24Sep52; KK77698.

Play safe, smoke Chesterfield. They're much milder with no unpleasant after-taste. Chesterfield cigarettes. Adv. Appl. author: Cunningham & Walsh, inc. © 2Aug52; KK76095.

Smoke Chesterfield and be sure ... (Cigarettes) Adv. Appl. author: Cunningham & Walsh, inc. © 12Aug52; KK77165.

The spotlight's on Chesterfield. First cigarette to name all its ingredients. Chesterfield cigarettes. Adv. Appl. author: Cunningham & Walsh, inc. © 5Jul52; KK75170.

You get out of a cigarette just what goes into it. Chesterfield cigarettes. Adv. Appl. author: Cunningham & Walsh, inc. © 15Sep52; KK77464.

You know the score when you smoke Chesterfield. First and only cigarette to name all its ingredients. Adv. from the Sporting news, St. Louis, July 9, 1952. Appl. author: Cunningham & Walsh, inc. © 9Jul52; KK76096.

LILY OF FRANCE, INC. ©.
Which would you rather have, a beautiful face or a beautiful figure? (Corsets and girdles) Adv. from Women's wear daily, Nov. 13, 1952, p. 38. Appl. author: Sam Traub. © 13Nov52; KK79417.

LILY-TULIP CUP CORPORATION ©.
Iceburger, king size chill thrill. One pint liquid. (Paper cups and containers) Label. © 11Mar52; KK75557.

LINCOLN NATIONAL LIFE INSURANCE COMPANY ©.
Its name indicates its character. Adv. from the Saturday evening post, Nov. 1, 1952, p. 86. Appl. author: Maxon, inc. © 29Oct52; KK79567.

LINDBERG, Paul Wilhelm, president, Lindberg Products, inc. SEE Lindberg Products, inc.

LINDBERG PRODUCTS, INC.
F4U-5N Corsair navy fighter. Kit no. 512. 0-1in plastic model airplane kit. Label. © Paul Wilhelm Lindberg, president Lindberg Products, inc.; 15Oct52; KK78798.

Kit no. 512 F4U-5N navy fighter Corsair. (Assembly plan. Plastic airplane assembly kit) Sheet. © Paul Wilhelm Lindberg, president Lindberg Products, inc.; 15Oct52; KK78797.

Model no. F-4U-5N Corsair. Kit no. 512. Instructions. (Decal. Plastic airplane assembly kit) Label. © Paul Wilhelm Lindberg, president Lindberg Products, inc.; 15Oct52; KK78796.

Republic P47N Thunderbolt. (Assembly instruction sheet. Plastic airplane assembly kit) Sheet. © Paul Wilhelm Lindberg, president, Lindberg Products, inc.; 29Oct52; KK78707.

Republic P47N Thunderbolt by Paul Lindberg; plastic model airplane kit. Kit no. 511. Label. © Paul

Wilhelm Lindberg, president, Lindberg Products, inc.; 22Oct52; KK78544.

LINDMAN, PHILIP CARL.
From Old New Orleans. KK79855. SEE Dallas Iron and Wire Works, inc.

It's easy to order. KK79853. SEE Dallas Iron and Wire Works, inc.

Mediterranean magnificence recaptured in Riviera scrolls. KK79858. SEE Dallas Iron and Wire Works, inc.

Pre-Kut canopy brackets. KK79854. SEE Dallas Iron and Wire Works, inc.

Pre-Kut ornamental iron combined with brick, stone, or other permanent materials ... KK79857. SEE Dallas Iron and Wire Works, inc.

Pre-Kut ornamental iron custom quality at ready-made prices. KK79860. SEE Dallas Iron and Wire Works, inc.

Pre-Kut ornamental iron gate frame for porches, fences, patios, offices & stairs. KK79856. SEE Dallas Iron and Wire Works, inc.

Recreating nature's own beauty in Acorn. KK79859. SEE Dallas Iron and Wire Works, inc.

LINDSEY and Company. SEE Lindsey-Robinson and Company, inc.

LINDSEY-ROBINSON AND COMPANY, INC. ©.
Homemade hot biscuits in six minutes. Whiz biscuits. Gambill's flour. Adv. from Hopewell news, Hopewell, Va., Nov. 6, 1952, p. 2. Appl. author: Lindsey & Co. © 6Nov52; KK79191.

LINN (FRED) ADVERTISING FEATURES ©.
Your advertising plan. Series 524. (Advertising mats) Pamphlet. Appl. author: Frederick Oliver Linn. © 20Sep52; KK79086.

LINN, Frederick Oliver. SEE Linn (Fred) Advertising Features.

LINN, W. V.
Newest aid to more TV pleasure, the Solo-Ear. KK75743. SEE Bendix Aviation Corporation.

LINNEY, ALBERT THOMAS.
No large bills. KK75325. SEE Spotswood Specialty Company, inc.

LIPSKY, MORRIS H.
30 fresh pack sandwich bags. KK76922. SEE Wax-Rite Products Company, inc.

LIPTON (THOMAS J.) INC. ©.
Lipton onion soup, a prepared soup mix. Net wt. 6 oz. Label. © 29Oct52; KK79228.

Lipton tomato vegetable soup with noodles. 2 oz. net wt. Label. © 20Oct52; KK79186.

LISTON, THOMAS J.
A case history. KK80077. SEE Haloid Company.

Satisfaction far beyond expectations. KK80075. SEE Haloid Company.

LITE MASTER MANUFACTURING COMPANY.

Lite Masters, the wonderful new vertical venetian draw draperies. Folder. © William B. Crump, d.b.a. Lite Master Manufacturing Co.; 30Aug52; KK78048.

LITTLE CROW MILLING COMPANY, INC. ©.
A product of Little Crow. White meal Miracle Maize mix. Net weight 1 lb. 4 ozs. (Corn and flour mix) Label. Appl. author: C. L. Maish. © 18Oct52; KK79404.

LITTLE MISS TOMATOES, INC. ©.
Little Miss brand; always insist on Little Miss tomatoes. Net weight 1 lb. Label. Appl. author: Charles E. Miller. © 26Aug52; KK77175.

Skipper brand tomatoes. Net weight 1 lb. Label. Appl. author: Charles E. Miller. © 26Aug52; KK77176.

LITTMANN, Bert W. and Lucy E. Littmann, d.b.a. Littmann Studios. SEE Littmann Studios.

LITTMANN, Lucy E. and Bert W. Littmann, d.b.a. Littmann Studios. SEE Littmann Studios.

LITTMANN STUDIOS.

Boost your convention. (Cartoons) C-100-C-109. (Mats) Sheet. © Bert W. Littmann & Lucy E. Littmann, d.b.a. Littmann Studios; 25Aug52; KK79708.

Increase membership. (Cartoons) A-200-A-209. (Mats) Sheet. © Bert W. Littmann & Lucy E. Littmann, d.b.a. Littmann Studios; 25Aug52; KK79707.

LIVINGSTON COMPANY.

Baby's Care-E-All. (Baby toilet kit) Label. Appl. author: Gordon Riha. © The Livingston Co.; 30Jun52; KK77928.

LOCAL TRADEMARKS, INC. ©.

Cy Cology sez: remember registration day. (Mats) Sheet. © 16Jun52; KK75925.

Do register. It means a lot, don't say instead gosh, I forgot. (Mats) Sheet. © 16Jun52; KK75921.

Election day's not so remote, no registration, then no vote. (Mats) Sheet. © 16Jun52; KK75919.

Get off that fence. Hurry down and register so your vote will count on election day. (Mats) Sheet. © 16Jun52; KK75923.

On other people don't depend, be sure to register, my friend. (Mats) Sheet. © 16Jun52; KK75924.

Register. For voting, do. Good government is up to you. Koal Kids. (Mats) Sheet. © 16Jun52; KK75922.

These are important times for all, so register. Vote in the fall. Bill Ding. (Mats) Sheet. © 16Jun52; KK75920.

We owe it to our glorious nation to get in on the registration. Fuel Kids. (Mats) Sheet. © 16Jun52; KK75926.

LOCKS LABORATORIES ©.

New Robert Curley Lanolin compound creamed shampoo. One quart liquid. Label. Appl. author: Frank L. Twitty. © 27Oct52; KK79225.

LODGE AND SHIPLEY COMPANY ©.

T 60" right angle chucking lathe. (T-lathes) 19 p. Appl. author: Samuel Schindler. © The Lodge & Shipley Co.; 30Jun52; KK79183.

30" T Matic. (T lathes) Folder. (Chip tips no. 25) Appl. author: San Schindler. © The Lodge & Shipley Co.; 15Sep52; KK77460.

Turning calculator. (Lathes) Appl. author: Rudy Schneider. © 20Aug52; KK76951.

LOEWY (RAYMOND) ASSOCIATES.

Big Top chocolate coated ice cream bar; get the best get Sealtest. KK76780. SEE National Dairy Products Corporation.

Orange drink. KK77111. SEE National Dairy Products Corporation.

Sealtest egg nog. KK75388. SEE National Dairy Products Corporation.

Sealtest genuine Yogurt cultured pasteurized milk. KK76430. SEE National Dairy Products Corporation.

Sealtest ice cream, big top chocolate covered bar. KK75394. SEE National Dairy Products Corporation.

Sealtest ice cream, vanilla, chocolate, strawberry. KK77025. SEE National Dairy Products Corporation.

Sealtest pasteurized even rich homogenized milk. KK75414. SEE National Dairy Products Corporation.

Sealtest take-away sundae, chocolate fudge with vanilla ice cream. KK76486. SEE National Dairy Products Corporation.

Sealtest 3 handy packages sealed in foil. KK76756. SEE National Dairy Products Corporation.

Sealtest vanilla ice cream. KK76949. SEE National Dairy Products Corporation.

Sealtest Zip-Whipt. KK77473. SEE National Dairy Products Corporation.

LONG (W. E.) COMPANY.

Betsy Ross. Best for the whole famlee. Enriched white bread. Net weight 16 oz. (On yellow background) Label. Appl. author: Egmont Arens. © The W. E. Long Co.; 14Jun52; KK75367.

Butter Krust, best for the whole Famlee. Butter Krust enriched white bread. Label. Appl. author: Fabricon Products, Inc. © The W. E. Long Co.; 20Jun52; KK75504.

Fischer's buttercup bread, best for the whole Famlee. Fischer's enriched white bread. Label. Appl. author: Fabricon Products, Inc. © The W. E. Long Co.; 20Jun52; KK75505.

Nissen's Old Home. Best for the whole famlee. Enriched white bread. Net weight 16 oz. Label. Appl. author: Egmont Arens. © The W. E. Long Co.; 14Jun52; KK75368.

Sunlite, best for the whole Famlee. Sunlite enriched white bread. Label. Appl. author: Fabricon Products, Inc. © The W. E. Long Co.; 20Jun52; KK75506.

Toastmaster, best for the whole Famlee. Toastmaster enriched white bread. Label. Appl. author: Fabricon Products, Inc. © The W. E. Long Co.; 20Jun52; KK75507.

Town Talk, best for the whole Famlee. Town Talk enriched white bread. Label. Appl. author: Fabricon Products, Inc. © The W. E. Long Co.; 20Jun52; KK75503.

Your market quality bread score survey. (Bakery promotional brochure) Pamphlet. Appl. author: Earl Morrison Hamilton. © The W. E. Long Co.; 29May52; KK76849.

LONG, WILLIAM HENRY.

Would you give me 10 minutes of your time? KK79087. SEE York, Pa. Chamber of Commerce.

LONGHORN COMPANY.

Shorthorn genuine cowboy boots. Label. Appl. author: W. G. Potts. © The Longhorn Co.; 1Aug52; KK77644.

Southwest's greatest house for leathercraft. Catalog no. 8. (Leathercraft supplies) 40 p.

Appl. author: R. L. Cook. © The Longhorn Co.; 21May52; KK77645.

LONGMOOR, Walter M., J. E. Spangler and T. A. Thomas, a co-partnership, d.b.a. Western Cannery Co. SEE Western Cannery Company.

LORENZEN, Harry, d.b.a. Pillie Willie Sales Co. SEE Pillie Willie Sales Company.

LORILLARD (P.) COMPANY ©.

Sensitive smokers, here's exciting news. New Kent gives greatest health protection in cigarette history. Kent cigarettes. Adv. from the New York times, Aug. 14, 1952, p. 14. © 14Aug52; KK76671.

You can see the proof of Kent's health protection. Kent cigarettes. Adv. from the New York herald tribune, May 28, 1952, p. 18. © 28May52; KK75909.

LOS ANGELES. NATIONAL SCHOOLS ©.

La Antorcha. (Home study courses; Spanish) 4 p. © 29May52; KK77839.

LOS ANGELES SOAP COMPANY ©.

The right combination. White King quick dissolving soap. Adv. from the Los Angeles examiner, Oct. 19, 1952, p. 8. Appl. author: Raymond R. Morgan. © 19Oct52; KK79693.

The right combination for safe washing. White King soap. Adv. from the Los Angeles times, Dec. 7, 1952, p. 15. Appl. author: Raymond R. Morgan. © 7Dec52; KK80314.

Sun, all-purpose wonder suds, clothes, dishes. A detergent. Label. Appl. author: Louis Kude. © 13Jun51; KK78179.

There must be a reason. White King quick dissolving soap. Adv. from the Los Angeles examiner, Nov. 16, 1952, p. 6. Appl. author: Raymond R. Morgan. © 16Nov52; KK79694.

LOUGHEED, RALPH.

Chevron sliced bacon. KK75406. SEE Carstens Packing Company.

LUBBOCK BUILDING PRODUCTS ©.

Lady, meet a man in a million, Snappie, the Sakrete man. (Concrete mix) Adv. from Avalanche-journal, Lubbock, Tex., Oct. 14, 1951, sec. 2. © 14Oct51; KK77004.

Snappie Sakrete, best [concrete] mixer in town. Adv. from Avalanche-journal, Lubbock, Tex., Oct. 28, 1951. © 28Oct51; KK77003.

LUBRI-LOY COMPANY.

Lubri-Loy top oil plus fuel anti-freeze. One pint. Label. Appl. author: Eugene V. Brenfleck. © The Lubri-Loy Co.; 30Oct52; KK79508.

LUCKOFF, WAYBURN AND FRANKEL, INC. ©.

De Luxe jewelry ad-mat service. July 1952. © 25Jun52; KK75051. Aug. 1952. © 22Jul52; KK76392. Sept. 1952. © 21Aug52; KK76856. Oct. 1952. © 25Sep52; KK78021. Nov. 1952. © 27Oct52; KK78687. Dec. 1952. © 21Nov52; KK79983.

LUDGIN (EARLE) AND COMPANY.

Poof. There goes perspiration. KK80653. SEE Montenier (Jules) inc.

LUMA-RIM CORPORATION ©.

Seeing in the dark is only for the owls, better put on Luma-Rim and be sure, pals. (Safety device) Adv. from Sunday news, Sept. 28, 1952, p. 32. Appl. author: Robert S. Coombs. © 28Sep52; KK78922.

LUST'R KLEEN CORPORATION.

Lust'r Kleen for the brightest, freshest cleaning anywhere. (Dry cleaning detergent) Label. Appl. author: James F. Newman. © Lust'r Kleen Corp., Edward Detuncq & Milton H. Goseweher, sole owners; 27Aug52; KK80108.

LUXOR LIGHTING PRODUCTS, INC. ©.

Rollo color by Luxor. (Lighting equipment) Folder. Appl. authors: Rollo C. Williams, James B. Sommers & Irvin J. Passante. © 21May52; KK78039.

LYNN (NANCY) INC. ©.

Nancy Lynn, hosiery of society full fashioned nylons. (Women's hosiery) Poster. Appl. author: Gabriel D. Weiss. © 15Mar52; KK75187.

LYONS, Marjorie A., d.b.a. Lyons Company. SEE Lyons Company.**LYONS COMPANY.**

Spectacle chain for sunglasses too. Label. © Marjorie A. Lyons, d.b.a. Lyons Co.; 20Jun52; KK76270.

LYSTAD AND REDICK, INC. ©.

The case of the dirty rat. (Pest control) Card. Appl. author: M. Dave Miller. © 19Aug52; KK76906.

M**M AND R LABORATORIES ©.**

Breast milk provides a physiologic distribution of calories. Similac feeding provides ... (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 10Nov52; KK79358.

C as in Similac. Constant, continuous and correct. A food for infants, Similac powder. Folder. Appl. author: William Douglas McAdams, inc. © 4Aug52; KK77527.

Excessive hunger. Hunger has been said to be ... Similac. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 15Jul52; KK77783.

From birth to birthday. Similac powder for feeding infants. Folder. Appl. author: William Douglas McAdams, inc. © 28Aug52; KK77523.

From the very first feeding, 20 calories per fluid ounce of prevention. Similac powder. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 17Dec52; KK80664.

Lactose the physiologic fuel in physiologic proportions in Similac. Powder for feeding infants. Folder. Appl. author: William Douglas McAdams, inc. © 15Jul52; KK77526.

The milk of mammals. Similac liquid. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. 4. Porpoise milk. © 15Aug52; KK77525.

5. Porcupine milk. © 15Aug52; KK77524.

6. Reindeer milk. © 20Aug52; KK78109.

7. Whale milk. © 20Nov52; KK79605.

A most anxious appearance. Similac. (Pharmaceuticals) Sheet. Appl.

author: William Douglas McAdams, inc. © 2Dec52; KK80357.

To reduce costs and complications in the first year of life. Similac powder. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 23Sep52; KK78108.

When maternal anxiety distorts the image. Similac liquid. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 10Nov52; KK79359.

When the surface is greater the fire burns faster. Similac, a food for infants. Folder. Appl. author: William Douglas McAdams, inc. © 20Oct52; KK79357.

MCADAMS (WILLIAM DOUGLAS) INC.

Announcing -- Pfizer leads way towards eliminating duplication. KK79797. SEE Pfizer (Charles) and Company, inc.

Antibiotic of choice; amebiasis, shigellosis, infantile diarrheas. KK75057. SEE Pfizer (Charles) and Company, inc.

Antibiotic therapy against certain gram-negative bacteria. KK76898. SEE Pfizer (Charles) and Company, inc.

Bacitracin ointment for topical use. KK75258. SEE Pfizer (Charles) and Company, inc.

Bacitracin ophthalmic ointment, non-sensitizing topically ... KK75257. SEE Pfizer (Charles) and Company, inc.

Bacitracin soluble tablets. KK79803. SEE Pfizer (Charles) and Company, inc.

Bacitracin Sterile, indications and dosage, for hospital use only. KK75255. SEE Pfizer (Charles) and Company, inc.

Bacitracin Sterile, no sensitization when administered locally ... KK75256. SEE Pfizer (Charles) and Company, inc.

Breast milk provides a physiologic distribution of calories. KK79358. SEE M and R Laboratories.

C as in Similac. KK77527. SEE M and R Laboratories.

Chart your course for dental extraction with Terramycin. KK79804. SEE Pfizer (Charles) and Company, inc.

Chilcott summer trade winds; faster summer sales with these Chilcott specialties. KK80135. SEE Chilcott Laboratories, inc.

Clinical documentation of constipation correction. KK80147. SEE Chilcott Laboratories, inc.

Clinically accepted at all points, on all points; Cellulohyl, the original methylcellulose peristaltic. KK80146. SEE Chilcott Laboratories, inc.

Combiotic cross-fire attack. KK76896. SEE Pfizer (Charles) and Company, inc.

Combiotic, for synergistic effectiveness. KK78919. SEE Pfizer (Charles) and Company, inc.

Conclusive evidence ... KK79246. SEE Chilcott Laboratories, inc.

Cones for treatment of and prophylaxis against infections of the oral cavity. KK77860. SEE Pfizer (Charles) and Company, inc.

Cystic fibrosis of pancreas (mucoviscidosis) Terramycin. KK77862. SEE Pfizer (Charles) and Company, inc.

The decision is yours, Doctor. KK78917. SEE Pfizer (Charles) and Company, inc.

Dental cones for convenient dental application. KK77863. SEE Pfizer (Charles) and Company, inc.

Dosage chart for Terramycin veterinary. KK79794. SEE Pfizer (Charles) and Company, inc.

Easing blood pressure down to normotensive levels. KK80148. SEE Chilcott Laboratories, inc.

Effective, successful, superior, valuable, words of praise written by veterinarians. KK79806. SEE Pfizer (Charles) and Company, inc.

Especially for your bag. KK79800. SEE Pfizer (Charles) and Company, inc.

Excessive hunger. KK77783. SEE M and R Laboratories.

Exclusive Pfizer first ... KK79802. SEE Pfizer (Charles) and Company, inc.

First, a new standard of usefulness, flexibility, and convenience in broad-spectrum antibiotic therapy. KK75058. SEE Pfizer (Charles) and Company, inc.

For acceptability Terramycin tablets. KK77868. SEE Pfizer (Charles) and Company, inc.

For clinical efficacy Terramycin tablets. KK77867. SEE Pfizer (Charles) and Company, inc.

For control of oral infection. Terramycin in dental practice. KK75264. SEE Pfizer (Charles) and Company, inc.

For convenience, Terramycin tablets. KK77866. SEE Pfizer (Charles) and Company, inc.

For cool-cool summer profits stock up now ... KK76899. SEE Pfizer (Charles) and Company, inc.

For dental practice. KK78915. SEE Pfizer (Charles) and Company, inc.

For greater convenience in therapy, new Terramycin vaginal tablets. KK79796. SEE Pfizer (Charles) and Company, inc.

For repeat sales and profits. KK75254. SEE Pfizer (Charles) and Company, inc.

For the infected kidney, for the infected bladder Terramycin provides the 2 essentials ... KK77861. SEE Pfizer (Charles) and Company, inc.

For your next case ... Terramycin. KK77870. SEE Pfizer (Charles) and Company, inc.

From birth to birthday. KK77523. SEE M and R Laboratories.

From its introduction to today, Terramycin ... KK79805. SEE Pfizer (Charles) and Company, inc.

From the very first feeding, 20 calories per fluid ounce of prevention. KK80664. SEE M and R Laboratories.

Furuncles, abscesses, carbuncles. KK75269. SEE Pfizer (Charles) and Company, inc.

Here's your T Terramycin tablets. KK79801. SEE Pfizer (Charles) and Company, inc.

How's your Chilcott I.Q.? KK80152. SEE Chilcott Laboratories, inc.

In bronchiectasis, terramycin. KK75266. SEE Pfizer (Charles) and Company, inc.

In every season throughout the year, 2 new good-tasting liquid penicillins. KK76077. SEE Pfizer (Charles) and Company, inc.

- In mixed infections, Combiotic, for a dual ... KK77873. SEE Pfizer (Charles) and Company, inc.
- Inside America; Fat. KK79245. SEE Chilcott Laboratories, inc.
- June 21st issue of the J. A. M. A. KK75272. SEE Pfizer (Charles) and Company, inc.
- Lactose the physiologic fuel in physiologic proportions in Similac. KK77526. SEE M and R Laboratories.
- Management of hypertension with Methium chloride; a new oral hypotensive for long-term therapy. KK79248. SEE Chilcott Laboratories, inc.
- Memo. Dear Doctor: You can now ... KK79799. SEE Pfizer (Charles) and Company, inc.
- Methium chloride -- hypertension. KK79247. SEE Chilcott Laboratories, inc.
- The milk of mammals. SEE M and R Laboratories.
- A most anxious appearance. KK80357. SEE M and R Laboratories.
- The most complete selection of sterile, single-dose disposable antibiotic cartridges. KK76897. SEE Pfizer (Charles) and Company, inc.
- New antituberculous agent for therapy of tuberculosis in selected patients. KK77871. SEE Pfizer (Charles) and Company, inc.
- New design for clinical reliability patient acceptability in broad-spectrum antibiotic therapy. KK75059. SEE Pfizer (Charles) and Company, inc.
- A new era in the control of oral infection. KK77853. SEE Pfizer (Charles) and Company, inc.
- New, most convenient form for intramuscular injection. KK78916. SEE Pfizer (Charles) and Company, inc.
- A new oral hypotensive for effective, long-term therapy. KK79249. SEE Chilcott Laboratories, inc.
- New, Pfizer introduces the new antituberculosis agent Cotinazin. KK75270. SEE Pfizer (Charles) and Company, inc.
- New. Sales-making. Steraject just released by Pfizer. KK76075. SEE Pfizer (Charles) and Company, inc.
- New. Steraject, simplest antibiotic injection procedure. KK76074. SEE Pfizer (Charles) and Company, inc.
- New terramycin tablets, sugar coated in the amphoteric form. KK75268. SEE Pfizer (Charles) and Company, inc.
- New. The ultimate in convenience Steraject sterile, single-dose cartridges with Steraject syringe. KK77854. SEE Pfizer (Charles) and Company, inc.
- New to prevent anginal attack; Peritrate for prophylactic management. KK80149. SEE Chilcott Laboratories, inc.
- Now better than ever. KK78918. SEE Pfizer (Charles) and Company, inc.
- Only, the one broad-spectrum antibiotic Terramycin tablets ... KK75056. SEE Pfizer (Charles) and Company, inc.
- Peritrate angina pectoris. KK79250. SEE Chilcott Laboratories, inc.
- A pinch of thyroid; Proloid the improved thyroid. KK79244. SEE Chilcott Laboratories, inc.
- Polymyxin B Sulfate. KK75262. SEE Pfizer (Charles) and Company, inc.
- Polymyxin B Sulfate ointment, for specific treatment of localized skin infections ... KK75260. SEE Pfizer (Charles) and Company, inc.
- Polymyxin B sulfate soluble tablets. KK79792. SEE Pfizer (Charles) and Company, inc.
- Polymyxin B Sulfate Sterile. KK75261. SEE Pfizer (Charles) and Company, inc.
- Preferred preparation for clinical reliability patient acceptability in broad-spectrum antibiotic therapy. KK76895. SEE Pfizer (Charles) and Company, inc.
- Rapid response, well tolerated, wide spectrum ... KK79798. SEE Pfizer (Charles) and Company, inc.
- Respiratory tract infections. KK75265. SEE Pfizer (Charles) and Company, inc.
- Select, inject Steraject. KK79793. SEE Pfizer (Charles) and Company, inc.
- Streptomycin, form fitted for modern therapy. KK75267. SEE Pfizer (Charles) and Company, inc.
- Terramycin. SEE Pfizer (Charles) and Company, inc.
- Terramycin dental cones broad-spectrum antibiotic therapy for convenient dental application. KK76892. SEE Pfizer (Charles) and Company, inc.
- Terramycin dental paste for effective and convenient use in dental infections. KK76890. SEE Pfizer (Charles) and Company, inc.
- Terramycin for periodontoclasia. KK77865. SEE Pfizer (Charles) and Company, inc.
- Terramycin for postoperative infection and postextraction socket. KK77864. SEE Pfizer (Charles) and Company, inc.
- Terramycin in dentistry. KK77872. SEE Pfizer (Charles) and Company, inc.
- Terramycin soluble tablets for convenient easy-to-use antibiotic therapy in dentistry. KK76893. SEE Pfizer (Charles) and Company, inc.
- Terramycin tablets for full availability throughout the ... KK77869. SEE Pfizer (Charles) and Company, inc.
- Terramycin tablets, sugar coated. KK75263. SEE Pfizer (Charles) and Company, inc.
- Terramycin troches for effective control of oral infection. KK76891. SEE Pfizer (Charles) and Company, inc.
- Terramycin vaginal tablets, new almond shape ... KK75259. SEE Pfizer (Charles) and Company, inc.
- Therapeutic summary on the infectious diarrheas. KK78921. SEE Pfizer (Charles) and Company, inc.
- There is a difference. SEE Pfizer (Charles) and Company, inc.
- There is a difference Terramycin tablets. KK79795. SEE Pfizer (Charles) and Company, inc.
- Thyroid in therapeutics. SEE Chilcott Laboratories, inc.
- To reduce costs and complications in the first year of life. KK78108. SEE M and R Laboratories.
- Top billing for sales appeal. KK77859. SEE Pfizer (Charles) and Company, inc.
- Topical topics for summer profits. KK76894. SEE Pfizer (Charles) and Company, inc.
- Treatment made easy. KK77874. SEE Pfizer (Charles) and Company, inc.
- Vacationland. KK77856 ... SEE Pfizer (Charles) and Company, inc.
- Veterinary antibiotics. KK78914. SEE Pfizer (Charles) and Company, inc.
- When maternal anxiety distorts the image. KK79359. SEE M and R Laboratories.
- When specific antibiotic therapy is indicated. KK76076. SEE Pfizer (Charles) and Company, inc.
- When the surface is greater the fire burns faster. KK79357. SEE M and R Laboratories.
- With an eye for profit, terramycin ophthalmic ointment, ophthalmic solution. KK75271. SEE Pfizer (Charles) and Company, inc.
- MCCANN-ERICKSON, INC.
- Best bet in the business. KK77547. SEE Congoleum-Nairn, inc.
- Beware of Thin-Skin floor covering; be wise, get the 8-coat thickness. KK79616. SEE Congoleum-Nairn, inc.
- Charged with power for quick starts. KK77540. SEE Atlas Supply Company.
- Come see the new Congoleum Rocket rug. KK77552. SEE Congoleum-Nairn, inc.
- The completely new inlaid design. KK77553. SEE Congoleum-Nairn, inc.
- Don't risk your good money on Thin-Skin floor covering; play safe, get the 8-coat thickness. KK79614. SEE Congoleum-Nairn, inc.
- Free designs for 14 smart gifts and fashion accessories. KK77549. SEE Donahue Sales Corporation.
- Goes up easily ... never needs refinishing. KK79613. SEE Congoleum-Nairn, inc.
- Hit of the Chicago show. KK77546. SEE Congoleum-Nairn, inc.
- Hottest patterns under the sun. KK77545. SEE Congoleum-Nairn, inc.
- I drive the tournament circuit on Atlas tires, says Julius Boros. KK77541. SEE Atlas Supply Company.
- Lay the tile that's worth your while, genuine inlaid linoleum. KK79615. SEE Congoleum-Nairn, inc.
- Make your reservations now for early spring sales and profits. KK79617. SEE Wamsutta Mills.
- Nairn. This gold seal, designed by a famous American sculptor ... KK77544. SEE Congoleum-Nairn, inc.
- 9:30 on the morning of September 15th is the moment when the doors of Gruen jewelers ... KK79933. SEE Gruen Watch Company.
- No wonder a woman feels safer riding on Atlas tires says Mrs. Frank W. Wilson. KK77542. SEE Atlas Supply Company.
- Now at special white sale prices Wamsutta towels in magnificent decorator colors. KK79609. SEE Wamsutta Mills.
- Now, lay the tile that's worth your while. KK77558. SEE Congoleum-Nairn, inc.
- Now, linoleum gets in on the ground floor. KK77555. SEE Congoleum-Nairn, inc.

MCCANN-ERICKSON, INC. Cont'd.

Proof of perfection. KK78838. SEE Canadian Schenley, Ltd.

Right this minute, the biggest, most timely home sewing promotion ever. KK79611. SEE Donahue Sales Corporation.

Rusty and Dusty. KK79254. SEE Chesebrough Manufacturing Company, Consolidated.

School days won't ever fade this floor. KK77551. SEE Congoleum-Nairn, Inc.

Sir John Schenley, the international whisky. KK77538. SEE Schenley International Corporation.

This hospital floor will look like new for years. KK77550. SEE Congoleum-Nairn, Inc.

This school floor will look like new for years. KK77557. SEE Congoleum-Nairn, Inc.

23,950,000 people, including your customers, will see this challenging full-color Gold Seal page ad. KK77556. SEE Congoleum-Nairn, Inc.

The Victaulic method of piping; easiest way to make ends meet. KK79610. SEE Victaulic Company of America.

Watch the walls move back with Jackstraw, the new Gold Seal linoleum design that makes your room look bigger. KK79934. SEE Congoleum-Nairn, Inc.

When the fireworks start, get set for the year's biggest sewing boom. KK77548. SEE Donahue Sales Corporation.

Wherever you come from, wherever you're going. KK77539. SEE Atlas Supply Company.

Why the finest ship afloat uses Gold Seal. SEE Congoleum-Nairn, Inc.

Why the safest ship afloat uses Gold Seal Nairn static-conductive linoleum. KK77554. SEE Congoleum-Nairn, Inc.

MCCARTHY, ROBERT EMMETT.

Grand for thrifty summer salads. KK77062. SEE Borden Company.

Look. KK76451. SEE Borden Company.

So cool. So refreshing. Borden's sherbet. KK77061. SEE Borden Company.

So different. KK76450. SEE Borden Company.

MCCARTHY, WILLIAM F.

Giant paint color samples. KK75119. SEE Eagle-Picher Company.

MCCARTNEY, JOHN J.

To the man who buys fuel oil. KK78036. SEE Paragon Oil Company, Inc.

MCCONVILLE, ROBERT.

Builders, your houses sell faster with Modernfold doors ... KK76018. SEE Mew Castle Products.

MCCORMICK, SETH THOMAS.

Voltage calibration, high-frequency response, time calibration, and high accelerating potential; the new Du Mont type 303-AH. KK77181. SEE Du Mont (Allen B.) Laboratories, Inc.

MCCORMICK AND COMPANY, INC. ©.

Hy-Gro, a soluble plant food for lawns, flowers & vegetables. 5 pounds. Label. © 12Sep52; KK78418.

Schilling cinnamon sugar. 5 oz. net wt. Label. Appl. author: F. Verne Harkness. © 1Jul51; KK80473.

Schilling garlic puree, contains pure garlic and salt. 4 1/2 ozs. net wt. Label. Appl. author: F. Verne Harkness. © 15Jul52; KK80474.

Schilling imported paprika. 1 oz. Label. Appl. author: F. Verne Harkness. © 1May50; KK80471.

Schilling mustard. 2 ozs. Label. Appl. author: F. Verne Harkness. © 1May50; KK80472.

MCCRAY REFRIGERATOR COMPANY, INC. ©.

Record sales. McCray Koldflo Island King. (Refrigeration equipment) Adv. from Chain store age, Apr. 1952, p. 39. Appl. author: E. L. Meier, Jr. © 30Mar52; KK76669.

Where the choice is based on performance, the refrigeration is McCray Koldflo. Adv. from Institutions magazine, Apr. 1952, p. 50. Appl. author: E. L. Meier, Jr. © 15Mar52; KK77224.

MACDONALD, KENNETH NEAL.

Jet glass brings new beauty to the Esterbrook fountain pen desk set. KK79477. SEE Esterbrook Pen Company.

Writing instruments since 1858.

KK79955. SEE Esterbrook Pen Company.

MCDONALD AND ARNESON, firm.

Telescopic emergency lights for all emergency vehicles. Sheet. Appl. author: Dressel Print Shop. © McDonald & Arneson; 1Feb52; KK78731.

MCDONNELL AND MILLER, INC. ©.

Condensed catalog and price list, effective November 1, 1952. McDonnell boiler water feeders, low water cut-offs ... 7 p. Appl. author: Kreicker & Melan, Inc. © 11Nov52; KK80432.

MCDOWELL, EDWARD C., Jr.

Robinson air-activated conveyors. KK75603. SEE Morse Boulger Destructor Company.

MACE, MARGARET.

How to get your loveliest permanent, with lavishly rich Nutri-Tonic, the patented oil creme permanent. KK74945. SEE Waval Thermal.

MCENROE, JOHN J.

Dulane Fryryte, the original automatic electric deep fryer. KK77921. SEE Dulane, Inc.

6 marks of a good cook. KK78288. SEE Dulane, Inc.

MACFARLANE, ESTAMAE ©.

Estamae's Toy Shop; rhythms for young folk. (Phonograph records) Album. © 15Nov52; KK80596.

MACFARLANE, RICHARD DUNCAN ©.

Chipper suds, upholstery & rug shampoo. Label. © 15Dec52; KK80662.

MCGILL, ANDREW D.

Choose from three popular Fre-Line reel models. KK80560. SEE Wright and McGill Company.

MCGOWN (PEARL K.) INC. ©.

Dear Hookraftsman. (Hooked rug patterns & instructions) Sheet. Appl. author: Pearl K. McGown. Apr. 15, 1952. © 15Apr52; KK75024. May 15, 1952. © 15May52; KK75025. June 15, 1952. © 15Jun52; KK75026.

Sept. 15, 1952. © 15Sep52; KK79721. Oct. 15, 1952. © 15Oct52; KK79722. Nov. 15, 1952. © 15Nov52; KK79723. Dec. 15, 1952. © 15Dec52; KK80415.

The dye dabbler. (Dyeing hooked rug designs, etc.) Sheet. Appl. author: Pearl K. McGown.

Apr. 15, 1952. © 15Apr52; KK75027.

May 15, 1952. © 15May52; KK75028.

June 15, 1952. © 15Jun52; KK75029.

MCGRAW ELECTRIC COMPANY. CLARK DIVISION ©.

Clear track for your gravy train. There's nothing but big-profit traffic ... Toastmaster automatic gas and electric water heaters. Adv. from Electrical merchandising, Oct. 1952, p. 147. Appl. author: Kreicker & Melan, Inc. © 10Oct52; KK79029.

The day you get on the gravy train. Toastmaster automatic electric and gas water heaters. Adv. from Electrical merchandising, Aug. 1952, p. 46. Appl. author: Kreicker & Melan, Inc. © 1Aug52; KK76678.

Dividends, for Toastmaster water heater customers and for you, greater profit. Toastmaster automatic gas and electric water heaters. Adv. from Electrical merchandising, July 1952, p. 141. Appl. author: Kreicker & Melan, Inc. © 1Jul52; KK76679.

Highball your gravy train. Toastmaster-designed features ... Toastmaster automatic gas and electric water heaters. Adv. from Electrical merchandising, Nov. 1952, p. 7. Appl. author: Kreicker & Melan, Inc. © 1Nov52; KK79028.

Keep your gravy train on the main line. This year more than two million American families ... Toastmaster automatic gas and electric water heaters. Adv. from Electrical merchandising, Sept. 1952, p. 243. Appl. author: Kreicker & Melan. © 1Sep52; KK79030.

MCGRAW ELECTRIC COMPANY. MANNING-BOWMAN DIVISION ©.

Manning Bowman appliances. Portable mixer. Regent automatic combination grill and others. Sheet. Appl. author: J. D. Elgin. © 5Sep52; KK77387.

MCGRAW ELECTRIC COMPANY. TOASTMASTER PRODUCTS DIVISION ©.

Announcing the new Toastmaster demonstrator plan on toasters and waffle bakers. Pamphlet. Appl. author: J. D. Elgin. © 4Sep52; KK79848.

Every slice pops up perfect every time. Perfect toast is profitable toast. Toastmaster toasters. Adv. from Institutions, June 1952, p. 93. Appl. author: Frederick J. Wachter. © 5Jun52; KK75622.

Fast food service brings folks back. Point of service Toastmaster roll and food warmer fits on or under the counter ... Adv. from Chain store age, Aug. 1952, p. 24. Appl. author: Frederick J. Wachter. © 5Aug52; KK80257.

Fits where you want it to speed counter service. Toastmaster automatic pop-up toasters. Adv. from Chain store age, Oct. 1952, p. 24. Appl. author: Frederick J. Wachter. © 6Oct52; KK80258.

Get extra sales, extra profits with these two Toastmaster special offers. Folder. Appl. author: Frederick J. Wachter. © 15Jun52; KK80270.

Helpful hints for sales people.
Toaster toaster. Pamphlet.
Appl. author: Frederick J. Wachter.
© 25Jun52; KK80272.

Installation and operating instructions for the Toastermaster bun toaster. Model 1D2-B. Folder.
Appl. author: J. D. Elgin.
© 30Oct52; KK78785.

It makes perfect toast for so many years; more people own Toastermaster toasters than any other kind. Adv. from the Saturday evening post, Nov. 15, 1952, p. 125. Appl. author: Frederick J. Wachter.
© 12Nov52; KK80253.

It makes perfect toast for so many years; more people own Toastermaster toasters than any other kind. Adv. from the Saturday evening post, Sept. 20, 1952, p. 152. Appl. author: Frederick J. Wachter.
© 17Sep52; KK80255.

It makes perfect toast for so many years; more people own Toastermaster toasters than any other kind. Adv. McCall's, Nov. 1952, p. 56. Appl. author: Frederick J. Wachter.
© 22Oct52; KK80269.

It pays to put the Toastermaster toaster in floor diet kitchens. Adv. from Journal of American dietetic association, Aug. 1952, p. 695. Appl. author: Frederick J. Wachter. © 10Aug52; KK77269.

Let these free Toastermaster toaster mats do a big selling job for you. Famous Toastermaster automatic toaster. Folder. Appl. author: Frederick J. Wachter. © 15Jun52; KK80252.

Make this spring your best for bridal gift sales. Toastermaster toasters. Folder. Appl. author: Frederick J. Wachter. © 21Apr52; KK75620.

Mobile Toastermaster roll & food warmers deliver oven-fresh foods to Faulkner Hospital patients. Adv. from Restaurant equipment dealer, Oct. 1952, pp. 14-15. Appl. author: Frederick J. Wachter.
© 25Sep52; KK80261.

New lineup under Toastermaster automatic pop-up toaster; Tropic-Aire automatic electric blanket. Adv. from Electrical merchandising, Oct. 1952, pp. 128-129. Appl. author: Frederick J. Wachter. © 10Oct52; KK80254.

Plenty of toasting capacity and every slice perfect. Toastermaster automatic pop-up toasters. Adv. from Food service news, Oct. 1952, p. 3. Appl. author: Frederick J. Wachter.
© 10Oct52; KK80260.

Powerful leadership makes all these gifts favorites pay. Toastermaster automatic pop-up toaster; Everhot deluxe roaster oven; Manning-Bowman automatic combination grill; Tropic-Aire automatic electric blanket. Adv. from Retailing daily, Nov. 20, 1952, p. 37. Appl. author: Frederick J. Wachter. © 20Nov52; KK80266.

Ring up more profit. Toastermaster products. (Electric appliances) Folder. Appl. author: J. D. Elgin.
© 4Sep52; KK77019.

See how Toastermaster's Add-a-Unit plan gives your customers more for their toaster money. Adv. from Restaurant equipment dealer, July 1952, p. 2. Appl. author: Frederick J. Wachter.
© 25Jun52; KK77404.

See how Toastermaster's Add-a-unit plan gives your hospital more for the money. Toastermaster automatic pop-up toasters. Adv. from Modern

hospital, Sept. 1952, p. 115. Appl. author: Frederick J. Wachter.
© 1Sep52; KK80264.

Serve hot, fresh toast from the Toastermaster toaster in your floor diet kitchens. More and more hospitals are supplementing their main kitchen toasters with Toastermaster toasters ... Adv. from Modern hospital, June 1952, p. 117. Appl. author: Frederick J. Wachter.
© 1Jun52; KK75621.

69 Toastermaster toasters aboard the new S. S. United States assure piping-hot service of perfect toast. Adv. from Food service news, July 1952, p. 6-7. Appl. author: Frederick J. Wachter.
© 1Jul52; KK76201.

69 Toastermaster toasters aboard the new S.S. United States assure piping-hot service of perfect toast. Adv. from Restaurant equipment dealer, Aug. 1952, p. 10 & 11. Appl. author: Frederick J. Wachter.
© 25Jul52; KK77271.

Tested leadership guides this all-star team. Toaster automatic pop-up toaster; Manning-Bowman automatic grill; Tropic-Aire automatic electric blanket; Everhot electric rangette. Adv. from Retailing daily, Oct. 9, 1952, p. 39. Appl. author: Frederick J. Wachter.
© 9Oct52; KK80265.

3 fine lines each with special sales appeal. Toastermaster automatic pop-up toaster; Manning-Bowman automatic combination grill; Everhot deluxe automatic roasterette. Adv. from Retailing daily, June 12, 1952, p. 47. Appl. author: Frederick J. Wachter. © 12Jun52; KK80268.

Three happy thoughts to lead your hint parade. Manning-Bowman automatic combination grill; Toastermaster automatic toaster; Tropic-Aire automatic electric blanket. Adv. from Modern bride, Fall 1952, p. 80. Appl. author: Frederick J. Wachter. © 4Jul52; KK80256.

Toastermaster roll and food warmers speed service and cut labor costs. Adv. from Restaurant equipment dealer, Sept. 1952, p. 22. Appl. author: Frederick J. Wachter.
© 25Aug52; KK80262.

Toastermaster roll and food warmers speed service and cut labor costs. Adv. from Restaurant management, Sept. 1952, p. 112. Appl. author: Frederick J. Wachter. © 5Sep52; KK80263.

Toastermaster roll and food warmers speed service and cut serving costs. Adv. from Journal of the American dietetic Association, Oct. 1952, p. 993. Appl. author: Frederick J. Wachter. © 1Sep52; KK80259.

Waffles are way up in profits. (Waffle baker) Adv. from Fountain and fast food, Aug. 1952, p. 6. Appl. author: Frederick J. Wachter.
© 30Jul52; KK77270.

Waffles sell around the clock at 69 0/0 to 79 0/0 gross profit. Toastermaster automatic waffle baker. Adv. from Restaurant dealer, Nov. 1952, p. 2. Appl. author: Frederick J. Wachter. © 25Oct52; KK80267.

MCGRAW-ELECTRIC COMPANY. TROPIC-AIRE, INC. ©
Tropic-Aire-Everhot electric housewares for cooking and comfort. Folder. Appl. author: J. D. Elgin.
© 22Sep52; KK78786.

You and your Tropic-Aire automatic electric blanket. Perfect comfort, perfect rest, perfect relaxation. Pamphlet. Appl. author: J. D. Elgin. © 25Jun52; KK75781.

McGUIRE, ELEANOR H. ©.
Bound pockets and buttonholes. Pattern on envelope. Label.
© 18May51; KK77222.

MACK (PETER) FOODS.
Ruta Lithuanian type cheese. Label.
© Ignatius Mockaitis, d.b.a. Peter Mack Foods; 7Jul52; KK77337.

MACKAY, RUTH.
The good provider. KK79930. SEE Chicago Title and Trust Company.

MCAHON AND MORSE.
Advertising-promotion service. SEE Super Market Institute, inc.

MACMANUS, JOHN AND ADAMS, INC.
Briggs Beautyware in color. KK79005. SEE Briggs Manufacturing Company.

Briggs refuses to compromise with quality. SEE Briggs Manufacturing Company.

Builders and buyers like Briggs Beautyware. SEE Briggs Manufacturing Company.

For the acid test, count on a Briggs bathtub, it's stain-proof. KK78998. SEE Briggs Manufacturing Company.

It's quality that sells Briggs Beautyware. KK78152. SEE Briggs Manufacturing Company.

Modernize your bathroom with Briggs Beautyware plumbing fixtures. KK75787. SEE Briggs Manufacturing Company.

Pretty as a picture, sturdy as they come. KK76023. SEE Briggs Manufacturing Company.

Two bathrooms of Briggs Beautyware in color. SEE Briggs Manufacturing Company.

MCNEIL, DAVID T. ©.
Chic'n Box. A new American eating habit. (Fried chicken) Label.
© 15Sep51; KK77405.

A new American eating habit, Chic'n Box. (Food product) Adv. from Salt Lake Tribune, Aug. 29, 1952, p. 19. Appl. author: Bill A. Skaggs. © Dave T. McNeil; 29Aug52; KK80129.

MAGO ©.
Fathers tell sons about the First National. The First National Bank of Lynchburg. (Banking) Sheet. Appl. author: Merrill Anderson.
© 18Nov52; KK80293.

Hey, Christmas is here. May this Christmas bring you as much joy ... Union Bank and Trust Company of Bethlehem. (Banking) Sheet. Appl. author: Merrill Anderson.
© 18Nov52; KK80292.

I feel silly not to have had a checking account long ago. First National Bank of Glens Falls. (Advertising) Sheet. Appl. author: Merrill Anderson. © 30Sep52; KK78859.

I just signed my first check. The First National Bank of Lynchburg. (Banking) Sheet. Appl. author: Merrill Anderson. © 18Nov52; KK80295.

Oh, what you said. Union Bank and Trust Company of Bethlehem. (Advertising) Sheet. Appl. author: Merrill Anderson. © 30Sep52; KK78858.

MACO ©. Cont'd.

We enjoy young people here at the First National. The First National Bank of Lynchburg. (Banking) Sheet. Appl. author: Merrill Anderson. © 18Nov52; KK80294.

When girls wore hats like this (Oh yes you did, ladies) she said, I want a home that will run itself. National Newark & Essex Banking Company. (Banking) Sheet. Appl. author: Merrill Anderson. © 18Nov52; KK80297.

Your conscience has a cash value. The First National Bank of Lynchburg. (Banking) Sheet. Appl. author: Merrill Anderson. © 18Nov52; KK80296.

MAC-REY CORPORATION ©.

Kolor Kog plastic construction set. cDesign of Scotsman; (Toys) Label. © 1Jul52; KK78831.

MADSEN, CHUCK.

Instructions for assembling Hawk's all plastic airplane kit of MIG-15 Russian jet fighter. KK80411. SEE Hawk Model Company.

MAGEE CARPET COMPANY.

The Magee room service kit; vols. 1 & 2. (Carpets & rugs) 2 v. Appl. author: Grey Advertising Agency, inc. © The Magee Carpet Co.; 30Jun52; KK76278.

MAGIC SEAL INDUSTRIES.

Magic Piston Seal. Save a rebore and ring job; good for 10,000 miles. (Engine conditioning compound) Folder. © Raymond J. Moran, conducting business as Magic Seal Industries; 31Oct51; KK76195.

MAHOGANY ASSOCIATION, INC. ©.

Door faces guaranteed genuine mahogany. (Mahogany doors) Label. Appl. author: Geo. N. Lamb. © 22Sep52; KK80128.

MAIDEN FORM BRASSIERE COMPANY, INC. ©.

I dreamed I had dinner at Putsch's 210 Restaurant in my Maidenform Maidenette strapless. (Brassieres) Adv. from the Kansas City times, June 25, 1952. Appl. author: William H. Weintraub, inc. © 25Jun52; KK75900.

I dreamed I opened the World Series in my Maidenform bra. Adv. from True story, Sept. 1952, p. 19. Appl. author: William H. Weintraub & Co., inc. © 10Aug52; KK77638.

I dreamed I stopped traffic at E. 9th and Euclid in my Maidenform Chansonette bra. (Brassieres) Adv. Appl. author: William H. Weintraub & Co., inc. © 9Jul52; KK77083.

I dreamed I was bewitching in my Maidenform bra. (Brassieres) Adv. from True story magazine, Oct. 1952, p. 23. Appl. author: William H. Weintraub & Co., inc. © 10Sep52; KK78081.

I dreamed I was given the key to the city in my Maidenform bra. Adv. from True confessions, Nov. 1952, p. 15. Appl. author: William H. Weintraub & Co., inc. © 10Oct52; KK79762.

I dreamed I went skiing in my Maidenform bra. Adv. from Seventeen, Dec. 1952, p. 6. Appl. author: William H. Weintraub & Co., inc. © 1Dec52; KK79989.

I dreamed I went strolling in Overton Park in my Maidenform Over-ture bra. (Brassieres) Adv. Appl. author: William H. Weintraub & Co., inc. © 16Jul52; KK75824.

I dreamed I went to the game at Camp Randall Stadium in my Maidenform Over-ture bra. Adv. Appl. author: William H. Weintraub & Co., inc. © 8Oct52; KK79301.

I dreamed I went to the Swope Park zoo in my Maidenform bra. (Brassiere) Adv. Appl. author: William H. Weintraub & Co., inc. © 18Jun52; KK75760.

I dreamed I won the election in my Maidenform brassieres. Adv. from Ladies' home journal, Sept. 1952, p. 31. Appl. author: William H. Weintraub & Co., inc. © 29Aug52; KK77220.

I dreamed I won the election in my Maidenform bra. I'm the popular choice of every party ... Adv. from This Week magazine, Nov. 2, 1952, p. 21. Appl. author: William H. Weintraub & Co., inc. © 2Nov52; KK79202.

MAIER, HERMANN R.

For window decorations, Applical the new plastic phenomenon. KK75366. SEE Educational Products Company.

MAINTENANCE ENGINEERING COMPANY ©.

Meco Numastik bond. The heavy duty mastic floor resists oils, greases, acids. Sheet. Appl. author: J. P. Tyrrell. © 10Oct52; KK78047.

A resume of Meco products. (Building maintenance products) Folder. Appl. author: J. P. Tyrrell. © 10Oct52; KK78046.

Waterproof and fireproof your roofs. Meco Nuplastik roof resurfacer. Sheet. Appl. author: J. P. Tyrrell. © 1Nov52; KK79402.

MAIORANO, FRANK ©.

We three in '53, grocer, baker, and the homemaker. (Bakery goods) Poster. © 25Jun52; KK75747.

MAISH, C. L.

A product of Little Crow. KK79404. SEE Little Crow Milling Company, inc.

MAISON Peri. SEE Peri Perfumes.

MAJESTIC MANUFACTURING COMPANY ©.

Exciting new vanity convenience for bathroom, bedroom, guest room. Val-ette with exclusive hide-away beauty bar. Folder. Appl. author: Warner, Schulenburg, Todd & Associates, inc. © 18Nov52; KK79920.

Why buy two when one will do. The thrilling new Majestic electric range saves the cost of a kitchen heater. Adv. from Country gentleman, Aug. 1952, p. 80. Appl. author: Warner, Schulenburg, Todd & Associates, inc. © 30Jul52; KK76777.

MALAGOLD, RAPHAEL.

Price list & catalog. KK75149. SEE Ram Manufacturing Corporation.

MALOY, ROBERT H.

Insul-mastic protective coatings; acid resisting, vapor sealing, rust preventing ... KK80392. SEE Insul-Mastic Corporation of America.

Matchless long-term protection; heavy insulation over tanks of an oil barge is ... KK80066. SEE Insul-Mastic Corporation of America.

MANCHESTER HOSIERY MILLS.

Hamp-Sheers, by Lady Hampshire. Sheerer than sheer, long wearing, stretch top, pencil seams, slenderizing heel. (Hosiery) Sheet. © Manchester Hosiery Mills, a co-partnership consist-

ing of Melvin J. Gordon, N. G. Stone and S. Z. Gordon; 15Oct52; KK78909.

Midnite Heel, by Lady Hampshire.

A slender black heel and black foot with self color frame. (Hosiery) Sheet. © Manchester Hosiery Mills, a co-partnership consisting of Melvin J. Gordon, N. G. Stone and S. Z. Gordon; 15Oct52; KK78910.

MANDABACH, PAUL J.

Medcolator uses in electrical muscle stimulation adjunct therapy. SEE Medco Products Company.

MANHATTAN SHIRT COMPANY ©.

Collars styled to suit you. Each in perfect taste and wonderfully styled ... (Men's shirts) Adv. from the Saturday evening post, Nov. 22, 1952, p. 80. Appl. author: G. Montgomery. © 19Nov52; KK80457.

Cool thoughts for hot days. Manhattan. (Men's shirts) Adv. from Look, June 3, 1952, p. 40. Appl. author: Norris Konheim. © The Manhattan Shirt Co.; 20May52; KK75339.

Deluxe set of classics. Classic stripes in smart new editions by Manhattan ... (Men's shirts) Adv. from Time, Nov. 3, 1952, p. 2 of cover. Appl. author: Norris Konheim. © 30Oct52; KK79583.

For going places this fall. Manhattan. (Men's shirts) Adv. from the Saturday evening post, Sept. 6, 1952, p. 15. Appl. author: Norris Konheim. © 3Sep52; KK77648.

Give dad the greatest style show on earth. Manhattan. (Men's shirts) Adv. from Look, June 17, 1952, p. 123. Appl. author: Norris Konheim. © The Manhattan Shirt Co.; 3Jun52; KK75869.

Signed by the same master. Dress shirt of sportshirt ... (Men's shirts) Adv. from the Saturday evening post, Nov. 8, 1952, p. 116. Appl. author: Norris Konheim. © 5Nov52; KK79586.

Signed by the same master. The Gabshire washable sportshirt comes in 16 solid colors. (Sculpture scene) Adv. from True, Dec. 1952, p. 67. Appl. author: Norris Konheim. © 25Nov52; KK80456.

Soft touch for the sultan. Kasha cotton flannel soft and wonderful ... Kasha flannel is a famous Dan River Mills Wrinkl-Shed fabric. Adv. from the Saturday evening post, Oct. 4, 1952, p. 118. Appl. author: Norris Konheim. © 10Oct52; KK79270.

Span construction wonder designed to last ... A special process makes the Span collar tougher, longer lasting ... Adv. from the Saturday evening post, Oct. 11, 1952, p. 102. Appl. author: Norris Konheim. © 8Oct52; KK79269.

Your stock goes up. With smart men it's Manhattan preferred. (Men's shirts) Adv. from the New York times magazine, Sept. 21, 1952, p. 36-37. Appl. author: Norris Konheim. © 21Sep52; KK77792.

You're always young in Shangri-La. This new Manhattan pattern in pajamas and boxer shorts ... Adv. from Time, Dec. 1, 1952, p. 34. Appl. author: Norris Konheim. © 27Nov52; KK80455.

MANLEY, AVIS.

Garno Scandinavian salad dressing. KK78888. SEE Svea-Greenwood Company.

- Superwood panel stock. SEE Superior Wood Products, inc.
- MANN, Allan, David Ormont & Eldon Coverdell, d.b.a. Maison Peri and/or Peri Perfumes. SEE Peri Perfumes.
- MANN-ELLIS, INC.
Foam Rubber Center again sets the pace in presenting a handsome settee ... KK77983. SEE Foam Rubber Center.
- Foam Rubber Center again sets the pace in presenting the Leeko pull-over convertible to sleep two. KK79212. SEE Foam Rubber Center.
- Foam Rubber Center presents for the first time these two great values. KK80084. SEE Foam Rubber Center.
- Foam Rubber Center sets a high standard in modern furniture design. KK78153. SEE Foam Rubber Center.
- It's all foam rubber. KK75971. SEE Foam Rubber Center.
- Low, wide and handsome. KK78949. SEE Leeko Manufacturing Company.
- One easy motion does the trick; the new Leeko-convertible. KK76935. SEE Leeko Manufacturing Company.
- Special sale, repeated by popular request. KK75518. SEE Foam Rubber Center.
- Summer sale. KK76499. SEE Foam Rubber Center.
- MANNISH MISS SUIT COMPANY, INC. ©.
Judy Nell. Mixmates white background suit ... (Clothing) Adv. from Charm, Nov. 1952, p. 12. Appl. author: Altman-Stoller Advertising, inc. © 21Oct52; KK80636.
- MANUFACTURERS BANK AND TRUST COMPANY ©.
This handy check-chart will help you to have a better home right now. (Loans for bank) Folder. Appl. author: Warner, Schulenburg, Todd & Associates, inc. © 25Sep52; KK78379.
- MANZAID DRUG COMPANY ©.
Manzaid rheumatic remedy. ... Helps to allay pain often caused from muscular fatigue and exposure, for the symptomatic relief of pain due to many of the causes of rheumatic discomforts. (Medicine) Folder. Appl. author: Philip H. Ohly. © 1Jul52; KK79416.
- MAPLE FLOORING MANUFACTURERS ASSOCIATION ©.
Photographic interpretations of grades of MFMA northern hard maple flooring. Folder. Appl. author: L.M. Clady. © 25Aug52; KK76966.
- MARATHON CORPORATION ©.
Brownie the bear buys chocolate ice cream. 4 oz. liq. Label. Appl. author: Raymond Hudson. © 15Oct52; KK78759.
- Brown's Velvet sherbet. One pint liquid. Label. Appl. author: Ray Wolt. © 1Aug52; KK76040.
- Compact tissue napkins. Label. Appl. author: Duane Boyd. © 4Nov52; KK80111.
- Ice cream. Contents one pint liquid. Label. Appl. author: Clarendon B. Nelezen. © 13Oct52; KK79514.
- Parafilm. Flower stem wrapping for fresh flower corsages ... Label. Appl. author: Duane Boyd. © 23Sep52; KK78451.
- Petey likes vanilla ice cream. 4 oz. liq. Label. Appl. author: Raymond Hudson. © 15Oct52; KK78761.
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- Hello folks: It's so nice to come home to. Contour Chair-Lounge. Card. © 3Sep52; KK77534.
- Hello folks: My T.V. set now brings me new pleasures because of the added comfort of my Contour Chair-Lounge. Card. © 3Sep52; KK77533.
- Hello folks: Words alone can't describe how happy we are in our new surroundings. KK77532. SEE Marie-Designer, inc.
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- MARTIN, JOHN E.
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KK78448. SEE Cream of Wheat Corpo-
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KK75159. SEE Hall, Haas and Vessey,
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The Aerifier for athletic fields.
KK74996. SEE West Point Products
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KK75047. SEE West Point Lawn
Products.
Aerify for turf that can be used.
KK75377. SEE West Point Lawn
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Better turf for better play with
the Aerifier. KK75048. SEE
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Fall renovation of turf with the
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Point Products Corporation.
For the best in aerifying, use the
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Platinum diamond watches with a 17
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SEE Masterpiece Rings.
10K solid gold cuff links. KK77788.
SEE Masterpiece Rings.
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Sebewaing beer. KK78674. SEE Sebe-
waing Brewing Company.
- MASTER PRODUCTS COMPANY ©.
For you. A valuable gift with your
August order for \$10.00 or more.
(Office supplies and equipment)
Folder. Appl. author: Bruce
Milliette Stephen. © 25Jul52;
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Free to you with your June order of
\$10.00 or more. New, exclusive,
\$3.50 value, impact lettering guide.
(Office supplies) Folder. Appl.
author: Bruce Milliette Stephen.
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Here's proof that you always save
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equipment) Appl. author: Bruce
Milliette Stephen. © 26Sep52;
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Here's your new Master paper cata-
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Appl. author: Lee E. Fischer.
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new items at Master's. (Office
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Appl. author: Lee E. Fischer.
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rings the choice of the American
bride ... Folder. Appl. author:
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Folder. Appl. author: Hyman A.
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Ace instant hydraulic valve free.
KK78752. SEE Metro-Overland Manu-
facturing.
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Dream team ... KK80644. SEE
Northam Warren Corporation.
- MATHIESON, ELIZABETH L.
Smart stoies to knit and crochet.
KK80117. SEE Spool Cotton Company.
- MATHY, ERNEST LUDWIG.
Flame cutting, here's how it works.
KK80300. SEE National Welding
Equipment Company.
- MAXON, INC.
Brighten up drab old rooms with
young ideas. KK80518. SEE
Pittsburgh Plate Glass Company.
Cavalcade of sports. SEE Gillette
Safety Razor Company.
Doehler-Jarvis Corporation, world's
largest producer and finisher of
die castings ... SEE Pittsburgh
Plate Glass Company.
G-E electronics research helps pro-
tect America's critical edge in the
battle of productivity. KK79778.
SEE General Electric Company.
It's fume-resistant, it's self-
cleaning. KK77918. SEE Pitts-
burgh Plate Glass Company.
Its name indicates its character.
KK79567. SEE Lincoln National Life
Insurance Company.
Now, gloriously colorful rooms with
magic speed and ease. KK77912.
SEE Pittsburgh Plate Glass Company.
Perfect painting results every time.
SEE Pittsburgh Plate Glass Com-
pany.
Sure to please, sure to sell Gillette
gifts for men. SEE Gillette Safety
Razor Company.
To start you off on another profit-
packed year. KK75952. SEE Gillette
Safety Razor Company.

Tune in Gillette's cavalcade of sports broadcast. SEE Gillette Company.
SEE ALSO Gillette Safety Razor Company.

MAXWELL ADVERTISING COMPANY.
Ask us about free Moog coil spring check-up. KK76862. SEE Moog Industries, Inc.

Cool off with an Old Fashion Kiss. KK76864. SEE Bardenheier's Wine Cellars.

Don't send a boy to do a man's job. KK76866. SEE Moog Industries, Inc.

Hurricane bi-pass unit. SEE St. Louis Products Company.

If you're looking for heavy duty overload capacity, insist on Moog. KK76863. SEE Moog Industries, Inc.

New pistons for old. KK76865. SEE Moog Industries, Inc.

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Send for this free coil spring check-up chart. KK79706. SEE Mogg Industries, Inc.

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Lime mud filter for causticizing systems in pulp mills and chemical plants. KK79894. SEE Oliver United Filters, Inc.

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MEGEE, GARNETT.
Glamorene, the world's finest carpet cleaner. KK75762. SEE Jerclaydon, Inc.

MEIER, E. L., Jr.
Record sales. KK76669. SEE McCray Refrigerator Company, Inc.

Where the choice is based on performance, the refrigeration is McCray Koldflo. KK77224. SEE McCray Refrigerator Company.

MEISSNER AND CULVER, INC.
Cat-ion is a complex word. KK75803. SEE Bersworth Chemical Company.

"Discovery" is an exciting word. KK76971. SEE Bersworth Chemical Company.

How to chelate. KK75066. SEE Bersworth Chemical Company.

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Announcing the clamp that meets all military requirements ... KK75030. SEE Tinnerman Products, Inc.

Dramatone, for vast new dimensions in color. KK75967. SEE Glidden Company.

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MEMORY HAND AND FOOT COMPANY ©.
Baby's memory hand. (Material for duplicating baby's hand) Label. © 23Jun52; KK75758.

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Ear and sinus safety for your patient who files. KK78516. SEE Doho Chemical Corporation.

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Allures. (Shoe boxes) Label. © Mendle Box Wrap & Label Corp., successors to Mendle Printing Co.; 27Aug52; KK77285.

Bare-Foot Originals. (Shoe boxes) Label. © Mendle Box Wrap & Label Corp., successors to Mendle Printing Co.; 27Aug52; KK77284.

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MERCHANDISE SELECTORS, INC. ©.
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Big 8 inch all-metal bench tilt arbor saw. No. B-7. Sheet. Appl. author: Meyer Robbin. © 16Sep52; KK79746.

Deluxe Silcrepe guaranteed mothproofed comforters. No. E-4. Sheet. Appl. author: Meyer Robbin. © 6Aug52; KK79739.

8 pc. stainless steel kitchen utility set. Free. 10-day trial. Sheet. Appl. author: Meyer Robbin. © 15Sep52; KK80315.

Electric rotary 6 1/4" saw only \$39.88. No. B-2. Sheet. Appl. author: Meyer Robbin. © 14Aug52; KK79748.

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MERCHANDISE SELECTORS, INC. ©.

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- New AC-DC Electre Steem portable steam electric radiator; safer, healthier, more economical only \$37.95. No. B-12. Sheet. Appl. author: Meyer Robbin. © 3Nov52; KK79743.
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- It's fun to put together. Merry Mobile a new Christmas decoration. Label. © Rolland Hunter Kelly, Edgar Gerard & James Stott Dawson, d.b.a. Merry Mobile Co.; 6Sep52; KK78425.
- METCALF, GEORGE T.**
- A unique yarn and yarn dyeing service. KK80390. SEE Franklin Process Company.
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- Ace carburetor cleaner; a tune up solvent. Contents 8 oz. Label. Appl. author: Dorothy Tucker Masters. © 9Jul51; KK78751.
- Ace instant hydraulic valve free. Contents 8 oz. (Oil additive for removal of gum and lacquer from hydraulic valves) Label. Appl. author: Dorothy Tucker Masters. © 1Apr52; KK78752.
- METZENDORF, HAROLD.**
- A portable heater can be beautiful, safe, healthy, economical. KK80013. SEE Universal Company.
- METZGER, THOMAS J.**
- Glass jalousie windows overall dimensions. KK75402. SEE Weather Products, inc.

MEYER, J. LOUIS.

120th annual issue, the Official Catholic directory, 1952. KK75838. SEE Kenedy (P. J.) and Sons.

MEYER, MORTIMER W.

Concrete floors subjected to water pressure from below. KK80564. SEE Anti-Hydro Waterproofing Company.

Concrete waterproofing specification. KK80568. SEE Anti-Hydro Waterproofing Company.

Descriptive specifications. SEE Anti-Hydro Waterproofing Company.

Get extra sales. KK80563. SEE Anti-Hydro Waterproofing Company.

Monolithic non-dusting concrete floor specifications. KK80567. SEE Anti-Hydro Waterproofing Company.

Non-dusting concrete floor topping specifications. KK80569. SEE Anti-Hydro Waterproofing Company.

MEYER (N. S.) INC. ©.

Ribbon Fetha-Wate slides. (Ribbon bars) Label. © 2Jul52; KK78038.

MEYER, ROSEMARY B.

Look what's new for Christmas! KK79425. SEE Kaylon Incorporated.

2 for the money! KK79426. SEE Kaylon Incorporated.

What goes on at night? KK79424. SEE Kaylon Incorporated.

MEYERHOFF (ARTHUR) AND COMPANY.

Most delicious wieners you ever ate. KK80535. SEE Schaaf Sausage Company.

MIAMI, FLA. FIRST FEDERAL SAVINGS AND LOAN ASSOCIATION OF MIAMI.

Don Herold's tomato can savings bank. (Fiber and metal can) Label. © First Federal Savings & Loan Assn. of Miami; 15Jul52; KK75405.

MIAMI MARGARINE COMPANY ©.

Table King 4 quarters colored oleomargarine. Net weight 1 lb. Label. © 16Oct52; KK79262.

MICHALEK, JOHN C.

Abocillin-DG, penicillin G procaine. KK75393. SEE Abbott Laboratories.

MICHELS (PETER J.) INC. ©.

Pick the winners. Don't work under a handicap. C-Mon, the fastest selling line of barber tools. Folder. Appl. author: Reginald C. Requa. © 20Sep52; KK78636.

MICHETTI, OTHELLO.

Honey Boy salmon. KK76197. SEE Dehn and Company, inc.

MICHIGAN NATIONAL BANK ©.

Banking that is building Michigan as it is building this community. Battle Creek board. Adv. from the Battle Creek enquirer and news, July 13, 1952, p. 11. Appl. author: The Buchen Co. © 13Jul52; KK76225.

Banking that is building Michigan as it is building this community. Flint board. Adv. from the Flint journal, July 14, 1952, p. 24. Appl. author: The Buchen Co. © 14Jul52; KK76227.

Banking that is building Michigan as it is building this community. Lansing board. Adv. from the State journal, July 13, 1952, p. 44. Appl. author: The Buchen Co. © 13Jul52; KK76223.

- Banking that is building Michigan as it is building this community. Marshall board. Adv. from Marshall evening chronicle, July 16, 1952, p. 8. Appl. author: The Buchen Co. © 16Jul52; KK76224.
- Banking that is building Michigan as it is building this community. Michigan National Bank. Adv. from the Grand Rapids herald, July 13, 1952, p. 8. Appl. author: The Buchen Co. © 13Jul52; KK78052.
- Banking that is building Michigan as it is building this community. Saginaw board. Adv. from the Saginaw news, July 13, 1952, p. 25. Appl. author: The Buchen Co. © 13Jul52; KK76226.
- MIDCONTINENT ADHESIVE COMPANY ©.**
How to use Roltite and Tapon cements with decorative laminates. Midco. (Cements and adhesives) Pamphlet. Appl. authors: Glenn F. Roquemore and Judson W. Perkins. © 2Jun52; KK76727.
- MIDGET LOUVER COMPANY.**
Install Midget louvers for the correction of moisture blistering of house paint, and dry-rot fungus control. Poster. © Frank J. Scallion, d.b.a. Midget Louver Co.; 1Jun52; KK76237.
- MIDWEST ART PUBLISHERS, INC. ©.**
Handi-seal tape kit. (Pressure sensitive tape) Label. Appl. author: Milton K. Harrington. © 1Jul52; KK75407.
- MIDWEST BAKE SHOP.**
Our pride, old time rye. 2 lb. [Red & yellow background, baker's head in white] (Bread & baked goods) Label. © Joseph & Anna Senft (Midwest Bake Shop); 6Oct52; KK79633.
- MIDWEST BISCUIT COMPANY ©.**
Midwest Vista-Pak lemon cookies. Label. Appl. author: The Dobeckmun Co. © 14Oct52; KK78891.
- Midwest Vista-Pak oatmeal raisin. Net wt. 16 oz. (Bakery products) Label. Appl. author: Dobeckmun Co. © 14Oct52; KK78946.
- Midwest Vista-Pak sandwich cremes. Net wt. 16 ozs. Label. Appl. author: Dobeckmun Co. © 18Aug52; KK76843.
- Midwest Vista-Pak sugar cookies. Net wt. 16 oz. (Bakery products) Label. Appl. author: Dobeckmun Co. © 14Oct52; KK78945.
- MILANI (LOUIS) FOODS, INC. ©.**
A barrel of booty. Milani's Bucaneer dressing. (Salad dressing) Folder. Appl. author: J. C. Hoffman. © 20Apr52; KK75857.
- Hinderazle cheese sauce. It spreads, it melts, it pours. Net wt: 8 oz. Label. Appl. author: Jack C. Hoffman. © 5Aug52 (in notice: 1951); KK79088.
- MILBANK, ROBBINS.**
Removes rust. KK75724. SEE S. O. S. Company.
- S. O. S. easily removes burned-on grease. KK77400. SEE S. O. S. Company.
- MILBURN, A. D.**
Big 40 hi-protein pork maker. KK80429. SEE Minnesota Farm Bureau Service Company.
- Feeding poultry the Farm Bureau Strate Line cafeteria way. KK80428. SEE Minnesota Farm Bureau Service Company.
- Hy-Forage 55 o/o in dairy barn. KK80430. SEE Minnesota Farm Bureau Service Company.
- MILES, Joseph, Ralph Canton and Frank Tagliaferro, d.b.a. Princely Jewelry Co. SEE Princely Jewelry Company.**
- MILES LABORATORIES, INC. ©.**
Don't let acid indigestion chase away your fun. Alka-Seltzer, also first aid for headache, cold discomfort, muscular aches and pains. Adv. from Modern romances, Apr. 1952, p. 14. Appl. author: Geoffrey Wade Advertising Agency. © 1Apr52; KK77731.
- MILKY WAY PRODUCTS COMPANY ©.**
Milky Way baby pants. Special Christmas wrapping for variety stores cno. 3 1 selling pantys. (Flyer MW14) Sheet. © 13Nov52; KK79517.
- MILKY WAY PRODUCTS CORPORATION ©.**
Merry Christmas. Milky Way baby pants. Sleeve MW15. Card. © 20Nov52; KK80056.
- The practical gift for baby. Milky Way baby pants. Display card. Appl. author: International Latex Corp. © 20Nov52; KK80057.
- MILLER, CARL ©.**
You call, we deliver. It's wonder-fried. Chicken Supreme. Label. © 15Jul52; KK77241.
- MILLER, CHARLES E.**
Little Miss brand; always insist on Little Miss tomatoes. KK77175. SEE Little Miss Tomatoes, inc.
- Skipper brand tomatoes. KK77176. SEE Little Miss Tomatoes, inc.
- MILLER (HARRY M.) INC.**
Automatic space saver - Sunray gas ranges. KK75617. SEE Sunray Stove Company.
- Automatic work-saving, money-saving Sunray gas ranges. KK75616. SEE Sunray Stove Company.
- Gas range idea book. KK75618. SEE Sunray Stove Company.
- Gas stoves for 1952. KK75619. SEE Sunray Stove Company.
- When you go stove buying you'll find gold. KK75615. SEE Sunray Stove Company.
- When you go to the market you'll find gold. KK75895. SEE Sunray Stove Company.
- MILLER, M. DAVE.**
The case of the dirty rat. KK76906. SEE Lystad and Redick, inc.
- MILLER, RICHARD ALAN.**
New items, fall 1952. KK75578. SEE Miller Studio, inc.
- MILLER ADVERTISING AGENCY, INC.**
Important news to all car owners. KK79654. SEE Tires, inc.
- MILLER STUDIO, INC. ©.**
New items, fall 1952. (Hand decorated wall plaques) Sheet. Appl. author: Richard Alan Miller. © 4Jun52; KK75578.
- MILPRINT, INC.**
Chuck Wagon steaks. KK78647. SEE Chuck Wagon Brands, inc.
- Old time round-up corn bread muffins. KK79233. SEE Butt (H. E.) Grocery Company.
- MILWAUKEE LACE PAPER COMPANY ©.**
Cellulose napkins. Classic. Label. © 6Aug52; KK76025.
- MIMS, Robert Hassel, and William Hamilton Rousseau, jr., d.b.a. Mims. SEE Mims.**
- MIMS.**
Classified section. (Ladies' apparel and accessories) Adv. from the Times and democrat, Orangeburg, S. C., Sept. 16, 1952, p. 2. © Robert Hassel Mims & William Hamilton Rousseau, jr., d.b.a. Mims; 16Sep52; KK78907.
- MINERAL FRONTIERS ©.**
Operating instructions for the Gold Rocket. (Portable gold-sluice) Sheets. Appl. author: Charles S. Hoffman. © 24Sep52; KK77927.
- MINNESOTA FARM BUREAU SERVICE COMPANY ©.**
Big 40 hi-protein pork maker. Farm Bureau feed cost estimator for hog feeding. Folder. Appl. author: A. D. Milburn. © 1Aug52; KK80429.
- Feeding poultry the Farm Bureau Strate Line cafeteria way. Farm Bureau feed cost estimator. Folder. Appl. author: A. D. Milburn. © 1Aug52; KK80428.
- Hy-Forage 35 o/o in dairy barn. How to balance hay of various protein contents with right amount of Hy-Forage (35 o/o) for dairy cattle. Folder. Appl. author: A. D. Milburn. © 1Aug52; KK80430.
- MINNESOTA MINING AND MANUFACTURING COMPANY ©.**
At the head of the procession, Laceron ribbon. Adv. from Telegraph delivery spirit, Sept. 1952, p. 35. © 1Sep52; KK78005.
- Bing, Bob and Dorothy show you Hollywood tape tricks to brighten your home at Christmas. Scotch brand cellophane and gift wrap tapes. Adv. from Modern romances, Dec. 1952, p. 15. © 7Nov52; KK79767.
- Bing, Bob and Dorothy show you Hollywood tape tricks to brighten your home at Christmas. Scotch cellophane and gift wrap tapes. Adv. from Better homes and Gardens, Dec. 1952, p. 115. © 26Nov52; KK80401.
- Decorate your home with Christmas cards. Fasten cards on mantels, mirrors and Christmas trees with transparent Scotch cellophane tape. Adv. from Farm journal, Dec. 1952, p. 100. © 17Nov52; KK80400.
- Free sewing book packed with time-saving tips and shortcuts. Scotch cellophane tape. Adv. from Farm journal, Oct. 1952, p. 170. © 15Sep52; KK78007.
- Free vacation book. Get this exciting manual of travel tips, timesaving hints ... Scotch cellophane tape. Adv. from Family circle, July 1952, p. 57. © 26Jun52; KK75681.
- Free vacation book, to users of Scotch cellophane tape. Get this exciting manual of travel tips, timesaving hints ... Adv. from Family circle, July 1952, p. 57. © 26Jun52; KK75682.
- Keep lunches fresh. Seal sandwich wrappers with tight-sticking ... Scotch cellophane tape. Adv. from This week, Sept. 7, 1952, p. 26. © 7Sep52; KK78011.
- Kitchen tips with tape. Scotch brand, America's no. 1 cellophane tape. Adv. from Look, Aug. 26, 1952, p. 91. © 12Aug52; KK76807.
- Mail coins safely. Scotch cellophane tape. Adv. from This week, May 11, 1952, p. 21. © 11May52; KK76812.

MINNESOTA MINING AND MANUFACTURING COMPANY ©. Cont'd.

- Mail coins safely. Tape coins to boxtops ... Scotch brand, America's no. 1 cellophane tape. Adv. from Farm Journal, Nov. 1952, p. 119. © 13Oct52; KK79100.
- Neat recipe file. Clip recipes from magazines ... Scotch brand, America's no. 1 cellophane tape. Adv. from This Week, Nov. 16, 1952, p. 26. © 16Nov52; KK79766.
- Neat textbook covers. Scotch cellophane tape. Adv. from Parade, Sept. 21, 1952, p. 21. © 21Sep52; KK78006.
- Pick up broken glass quickly. Scotch cellophane tape. Adv. from This week, Aug. 10, 1952. © 10Aug52; KK77213.
- Protect jar labels. Cover jar labels with cellophane tape to prevent smearing and keep them on tight. Scotch cellophane tape. Adv. from Household, Aug. 1952, p. 32. © 20Jul52; KK75679.
- Schoolday helper. Scotch cellophane tape. Adv. from Parade, Aug. 24, 1952, p. 18. © 24Aug52; KK77211.
- Tape it easy ... 5 household jobs you can do easier with tape. Scotch cellophane tape. Adv. from Better living, July 1952, p. 7. © 12Jun52; KK75209.
- Tape it easy. Tape makes on-the-spot repairs all over the farm. Scotch cellophane tape. Adv. from National 4-H news, Sept. 1952, p. 47. © 18Sep52; KK78008.
- Tape it easy. Tape tricks to make your school-day chores a snap. Scotch cellophane tape. Adv. from Look, Sept. 9, 1952, p. 34. © 26Aug52; KK77331.
- Tape it easy. These time-saving tape tricks get everybody's vote. Scotch cellophane tape. Adv. from Better living, Sept. 1952, p. 43. © 28Aug52; KK77214.
- Tape it easy. These time-saving tape tricks get everybody's vote. Scotch cellophane tape. Adv. from Everywoman's, Oct. 1952, p. 107. © 25Sep52; KK79101.
- Tape it easy. These time-saving tape tricks get everybody's vote. Scotch cellophane tape. Adv. from Western family, Sept. 18, 1952, p. 22. © 18Sep52; KK78009.
- Tape it easy. When you go on a trip, put a roll in your grip. Scotch cellophane tape. Adv. from Screenland, June 1952, p. 55. © 12May52; KK77212.
- Tape overseas packages. Keep edibles fresh ... with Scotch cellophane tape. Adv. from Look, Oct. 21, 1952, p. 133. © 7Oct52; KK79098.
- Vacation tape tip: Wonderful souvenir, join postcards or snapshots as a running log ... Scotch cellophane tape. Adv. from This week magazine, June 8, 1952, p. 23. © 8Jun52; KK75680.
- Vogue sets the style in glamorous floral ribbons. Lacelon. Decorette. (Order form) Folder. © 14Oct52; KK79099.
- Win \$500 in cash ... Funny face contest. Scotch brand cellophane tape. Adv. from the Salt Lake Tribune, Aug. 3, 1952, p. 8. © 3Aug52; KK76806.
- Your Christmas gift wraps will outshine them all with Sasheen ribbon. Adv. from Giftwares, Sept. 1952, p. 17. © 13Sep52; KK78010.

MIRACLE ADHESIVES CORPORATION ©.

Fill cracks quickly, permanently with Miracle Tub-Caulk. Applies like toothpaste. Stays bright white forever. (Caulking compound) Sheet. Appl. author: William D'Arcy Cayton. © 26Nov51; KK75833.

For all of you Miracle 23 Skidoo waterless hand cleaner. Contents 8 oz. Label. Appl. author: W. D. Cayton. © 18Sep52; KK78363.

MITCHELL, EDWARD.

Breast-Of-Chicken brand, chunk pack tuna. KK78112. SEE Westgate-Sun Harbor Company.

MITCHELL, W. ROBERT.

Your file on Solar Steel Corporation. KK79467. SEE Solar Steel Corporation.

MOCKAITIS, Ignatius, d.b.a. Peter Mack Foods. SEE Mack (Peter) Foods.

MOD AD AGENCY, INC. ©.

Giant autumn 1952 model catalog 26. New York City modelers. (Hobby materials) 127 p. Appl. author: Arthur A. Winston. © 18Jul52; KK75439.

MODERN ENGRAVING AND MACHINE COMPANY ©.

Meet the metal world of tomorrow ... Master hydraulic embossing machine. Adv. from the Iron Age, Mar. 27, 1952, p. 31. Appl. author: Frederick A. Sunderhauf. © 27Mar52; KK76263.

Meet the paper world of tomorrow ... With the greatest development in history for producing Duotex finished paper. Master hydraulic embossing machine. Adv. from Paper mill news, Mar. 22, 1952, p. 95. Appl. author: Frederick A. Sunderhauf. © 22Mar52; KK76264.

Now, electronic controlled precision engraving for uniform application of color, plastic and adhesive. Adv. from American paper converter, May 1952, p. 45. Appl. author: Frederick A. Sunderhauf. © 25Apr52; KK76729.

MOE LIGHT, INC. ©.

Dealers' price list & buying index, effective September 15, 1952. Zone A. Moe Light. (Lighting fixtures) Sheet. Appl. author: Thomas R. Fuller. © 25Sep52; KK77964.

Moe lights add so much beauty to every room, yet cost so little. Adv. from the Saturday evening post, Oct. 18, 1952, p. 171. Appl. author: William Hart Adler, inc. © 18Oct52; KK79114.

Retail price list & buying index, effective September 15, 1952. Zone A. Moe Light. (Lighting fixtures) Appl. author: Thomas R. Fuller. © 25Sep52; KK77965.

Situations wanted. 2 great retail salesmen available to build sales for you. (Lighting fixtures) Pamphlet. © 8Sep52; KK77258.

Stunning contemporary lighting by Moe Light. (Lighting fixtures) Folder. Appl. author: Thomas R. Fuller. © 25Sep52; KK77962.

Wholesalers' price list & buying index-Zone A, effective September 15, 1952. Moe Light. (Lighting fixtures) Sheet. Appl. author: Thomas R. Fuller. © 25Sep52; KK77963.

MOJONNIER BROTHERS COMPANY ©.

Mojonnier food, a journal devoted to advances in processing equipment and methods. 17 p. Appl. author: Roy D. Zeff & Associates, inc. © 10Sep52; KK77133.

MOJUD HOSIERY COMPANY, INC. ©.

Make it merry, make it Mojud. No finer gift than Mojud stockings and lingerie. Adv. from Life, Dec. 8, 1952, p. 5. Appl. author: Grey Advertising Agency, inc. © 5Dec52; KK80638.

Rita Hayworth danced 36 miles in these wispy Mojud Magic-Motion stockings. Adv. from Life, Oct. 6, 1952. Appl. author: Grey Advertising Agency, inc. © 30Oct52; KK78412.

MOLLER, CLIFFORD B., d.b.a. Precision Machine Co. SEE Precision Machine Company.

MOLONEY COMPANY.

We give this seal to no one, the product that has it, earns it ... Moloney earns the Good housekeeping consumer's guarantee seal. (Aluminum combination door) Folder. Appl. author: Virginia Jean Van Cleave. © The Moloney Co.; 2Sep52; KK77812.

MOLZAHN, WALTER AUGUST.

Designs of wafer cake tops. Nos. 12, 77, 34 [and 9 others] Card. © Walter A. Molzahn; 26Sep52; KK79209.

MONADNOCK INDUSTRIES.

Deluxe model; directions for making your Hobbykit window bird feeder. Sheet. © William H. Stewart, d.b.a. Monadnock Industries; 25May51 (in notice: 1950); KK77200.

Hobbykit bird feeder hanging model, complete with chain. Label. © William H. Stewart, d.b.a. Monadnock Industries and/or Hobbykits; 14Aug52; KK79637.

Hobbykit bird home for bluebirds, wrens and swallows. Label. © William H. Stewart, d.b.a. Monadnock Industries and/or Hobbykits; 14Aug52; KK79636.

Hobbykit deluxe window feeder for birds. Label. © William H. Stewart, d.b.a. Monadnock Industries; 25May51 (in notice: 1950); KK77201.

MONSANTO CHEMICAL COMPANY ©.

Best time to condition your soil. Krillium soil conditioner. Adv. from Life, Aug. 25, 1952, p. 57. Appl. author: C. H. Trapp. © 25Aug52; KK77104.

Clearing up some confusions about soil conditioners. Monsanto. Adv. from Los Angeles times, June 29, 1952, p. 26. Appl. author: C. H. Trapp. © 29Jun52; KK75659.

The energy break is a break for everyone. Monsanto chemicals and plastics. Adv. from the Saturday evening post, Oct. 4, 1952, p. 63. Appl. author: S. M. Ballard. © 4Oct52; KK78197.

In the sales spotlight. Krillium soil conditioner. Adv. from Hardware age, Oct. 2, 1952, p. 33. Appl. author: C. H. Trapp. © 20Oct52; KK78773.

Krillium can solve lawn problems. Building a new lawn, patching bare spots, protecting seed bed surface. (Soil conditioner) Adv. from New York herald tribune, Aug. 24, 1952. Appl. author: C. H. Trapp. © 24Aug52; KK80416.

Krillium soil conditioner, special Merloam formulation. Now, year-round soil conditioning. Adv. from Life, July 28, 1952, p. 2. Appl. author: C. H. Trapp. © 24Jul52; KK76411.

- New gardening aid for bulb planting. Flower growers get benefit of Kriliium soil conditioner first time this fall. Adv. from New Yorker, Oct. 25, 1952, p. 78. Appl. author: C. H. Trapp. © 25Oct52; KK80417.
- New gardening aid ready for bulb planting. Kriliium soil conditioner. Adv. from Life, Sept. 29, 1952, p. 8. Appl. author: C. H. Trapp. © 29Sep52; KK77994.
- New handy size. Kriliium soil conditioner. 1 lb. Adv. from the Fresno bee, July 27, 1952, p. 15E. Appl. author: C. H. Trapp. © 27Jul52; KK77100.
- New 1-lb. package promotes year-round sales, profits. Kriliium soil conditioner. Adv. from Hardware age, Sept. 4, 1952, p. 55. Appl. author: C. H. Trapp. © 4Sep52; KK78772.
- These gay holiday blooms thrive in conditioned soil. An interesting example of winter indoor gardening use of Kriliium soil conditioner. Adv. from Life, Dec. 8, 1952, p. 10. Appl. author: Mark Reardon. © 8Dec52; KK80604.
- Timely hints on soil conditioning; what to do now about bulbs ... Kriliium soil conditioner. Adv. from St. Louis globe democrat, Nov. 9, 1952, centennial section, p. 56. Appl. author: C. H. Trapp. © 9Nov52; KK80419.
- MONTAGUE, THEODORE G.
Quarterly memo to stockholders. KK75741. SEE Borden Company.
- MONTECITO APPAREL, INC. ©.
The Montecito sportswear story. Label. Appl. author: E. R. Fredricks. © 18Dec51 (in notice: 1952); KK75886.
- MONTENIER (JULES) INC. ©.
Poof. There goes perspiration. Stopette protection is positive protection. (Spray deodorant) Adv. from Cosmopolitan, Apr. 1951, p. 5. Appl. author: Earle Ludgin & Co. © 25Mar51; KK80653.
- MONTGOMERY, G.
Collars styled to suit you. KK80457. SEE Manhattan Shirt Company.
- MOOG, HUBERT C.
Canadian streamliner. KK79704. SEE Moog Industries, inc.
- Supplemental listing Moog Ringliner catalog popular current models. KK79703. SEE Moog Industries, inc.
- MOOG INDUSTRIES, INC. ©.
Ask us about free Moog coil spring check-up. (Automotive springs) Sheet. Appl. author: Maxwell Advertising Co. © 9Jul52; KK76862.
- Canadian streamliner. Issued Aug. 1952. (Auto springs) 40 p. Appl. author: Hubert C. Moog. © 12Aug52; KK79704.
- Don't send a boy to do a man's job. Insist on Moog. (Automotive parts) Adv. from Motor, May 1952, p. 153. Appl. author: Maxwell Advertising Co. © 10May52; KK76866.
- If you're looking for heavy duty overload capacity, insist on Moog. (Auto and truck springs) Adv. from Southern automotive journal, May 1952, p. 7. Appl. author: Maxwell Advertising Co. © 8May52; KK76863.
- New pistons for old. Moog assembly line piston ring service plus Moog piston rings. Adv. from Automotive digest, July 1952, p. 21. Appl. author: Maxwell Advertising Co. © 15Jul52; KK76865.
- Send for this free coil spring check-up chart. Moog coil spring check-up. (Auto springs) Adv. from Automotive digest, Oct. 1952, p. 19. Appl. author: Maxwell Advertising Co. © 10Oct52; KK79706.
- Supplemental listing Moog Ringliner catalog popular current models. Issued Nov. 1952. (Automotive parts) 5 p. Appl. author: Hubert C. Moog. © 4Nov52; KK79703.
- MOOK, EMERSON HADLEY.
New Thompson way grinder developments reduce costs --- speed machine tool production. KK76300. SEE Thompson Grinder Company.
- Success story of machine tool production through three great national emergencies. KK77342. SEE National Automatic Tool Company.
- Success story of the automatic Hole-way Giant that inspects its own production ... KK80397. SEE National Automatic Tool Company.
- MOORE, CARVEL.
Economic Jamb hardware for overhead type doors. KK75332. SEE Sturdee Steel Products Company.
- MOORE, HELEN ©.
The 49'er Gold Poke ... is back in style. (Western souvenir novelty bag) Folder. © 10Oct52; KK78513.
- MOORE (JESSE) DISTILLING COMPANY ©.
Old Sutton brand. Kentucky straight bourbon whiskey. Label. Appl. author: Abraham Stern. © 20Aug52; KK76933.
- MOORE (John Hudson) Company, division of Lambert Company. SEE Lambert Company.
- MOORE, KENNETH E.
Now you've twice the reason to insist on the best house paint you can buy. KK77260. SEE Sherwin-Williams Company.
- MOORE, McDONALD.
Per-Ma-Tex. Net weight 8 ozs. (Hair preparation) Label. © McDonald Moore; name used on literature McD. Moore; 13Nov52; KK79403.
- MOORE, MANNIE E.
Be real flush; for good luck wear a "Nevabroke" ring ... KK77166. SEE Twentieth Century Novelty Company.
- The Lucky Buck Ring. KK75606. SEE Twentieth Century Novelty Company.
- MOORE, STANLEY C.
Drillco joint identifier to identify your Drill stem connections. KK79132. SEE Drill Collar Service Company, inc.
- MORAN, Raymond J., conducting business as Magic Seal Industries. SEE Magic Seal Industries.
- MORAN, WILLIAM.
Glamorize your hot dogs. KK75893. SEE Hercules Steel Products Corporation. Star Manufacturing Company Division.
- MORELLO, JAMES.
Old York Village proudly presents the Hearth Rancher, 2, 3 & 4 bed room, ultra-modern home ... KK78317. SEE Kaletay, Joseph.
- MORGAN (DAN) FISHERMAN.
Bring 'em in with Magicatch, while others go home empty-handed ... (Fish lure) Mailing folder.
- © William Harold Batt, d.b.a. Dan Morgan, Fisherman; 1Jul52; KK75226.
- Dan Morgan's Magicatch fish lure. Contents: 1/2 oz. Label. © William Harold Batt, d.b.a. Dan Morgan, Fisherman; 1Jul52; KK75225.
- MORGAN, MELVIN M. ©.
Combined table, seat and bed. Sheet. © 31Mar52; KK76758.
- MORGAN, PERCY T., Jr.
Cock'n Bull, the quality name in ginger beer. KK74946. SEE Cock'n Bull Products.
- MORGAN, RAYMOND R.
The right combination. SEE Los Angeles Soap Company.
There must be a reason. KK79694. SEE Los Angeles Soap Company.
- MORRA, INES AMALIA.
List of parts. SEE Safety Car Heating and Lighting Company, inc.
- MORRIS, ALBERT L.
Continuous processing ... The scope of the Dorr technical service. KK75077. SEE Dorr Company.
- Dorr equipment and methods for modern water purification and sewage and industrial waste treatment. KK78911. SEE Dorr Company.
- The Dorrco bar screen and the Dorrco sulzer disintegrator. KK79993. SEE Dorr Company.
- MORRIS, GLYNNE.
Finally Resistex ... KK76908. SEE Morris Textile Equipment Corporation.
- MORRIS TEXTILE EQUIPMENT CORPORATION ©.
Finally Resistex ... 100 o/o thermosetting resin built to meet the specific problems of the textile industry. (Protective coating) Pamphlet. Appl. author: Glynne Morris. © 18Jun52; KK76908.
- MORRISON ADVERTISING AGENCY.
America's finest, Ben-Hur (Farm and home) freezers. KK77938. SEE Ben-Hur Manufacturing Company.
- MORRISON STEEL PRODUCTS, INC. ©.
Cost control. National meeting, 1952. Pressed Metal Institute. 8 l. Appl. author: Claude O. Rainey. © 12Sep52; KK79663.
- MORSE, RAYMOND C.
Count Tally says: If PSA has got you down ... KK77390. SEE Denominator Company, inc.
- MORSE BOULGER DESTRUCTOR COMPANY ©.
Robinson air-activated conveyors. Pneumatic conveying of pulverized materials. Folder. Appl. author: Edward C. McDowell, Jr. © 3Jun52; KK75603.
- MORTON, CHARLOTTE A.
Pine cone branches Stationery folder. © Charlotte A. Morton, Carmel, Calif.; 30Jul52; K31868.
- MORTON, WALTER E.
U type pumps for continuous, precise metering and proportioning of small volume flows. KK74951. SEE Hills-McGanna Company.
- MOSS-CHASE COMPANY.
Illustrated news. KK76133. SEE Unit Parts Corporation.
- MOSSE, INC. ©.
Early bird edition. Mosse linens. Envelope, folder, and card. Appl. author: Max Klein. © 10Sep52; KK77112.

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 Gear and cylinder selector chart. KK75583. SEE Mosstype Corporation.
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 The company that's ahead in heating is behind you now. Duo-Therm. (Automatic heater) Adv. from LP-gas, Mar. 1952, p. 77. © 25Feb52; KK76541.
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 Avoid accidents! KK76311. SEE Casco Products Corporation.
 Don't be a lighter-waiter ... Casco heating element. KK76008. SEE Casco Products Corporation.
 New fast-action perfection heating element. KK76005. SEE Casco Products Corporation.
 New, sure-grip, perfection pop-out unit. KK76007. SEE Casco Products Corporation.
 Perfection ... automatic lighter. KK76006. SEE Casco Products Corporation.
 Replace your missing car lighter! KK76312. SEE Casco Products Corporation.

MUDDO, LOUISE N.
Italian-style grated cheese.
KK76471. SEE Musso (M.) and Company.

MUELLER (C. F.) COMPANY ©.
Mueller's egg noodles. 8 oz. net wt.
Label. © 19Sep52; KK77706.

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Mueller's small pipe warm air heating; Mueller Climatrol. Design and application manual. 17 p.
Appl. author: John Reock.
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MULLINS MANUFACTURING CORPORATION ©.
All you want in your dream kitchen is here! Youngstown kitchens. Folder.
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Your dream kitchen costs less than you'd think. Youngstown Kitchens. Adv. from True story, Oct. 1952, p. 101. Appl. author: B. S. F. & D. © 10ct52; KK77814.

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MURRAY, THOMAS ©.
Wing branded eggs, laid in Texas. The brand new brand from Texas. Label. © 15Aug52; KK76437.

MUSSELMAN (C. H.) COMPANY ©.
Froek die leit. Pennsylvania Dutch for ask the people. Musselman's apple sauce. Adv. from Pittsburgh press, magazine section, Oct. 5, 1952, p. 31. Appl. author: Elizabeth M. Zindel. © 50ct52; KK78375.

MUSSO, Louise N. and Mike Musso, d.b.a. M. Musso and Company. SEE Musso (M.) and Company.

MUSSO (M.) AND COMPANY.
Italian-style grated cheese. 2 ounce. Label. Appl. author: Mike Musso. © Mike Musso & Louise N. Muddo, d.b.a. M. Musso & Co.; 1Jun52; KK76471.

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MUTH, MARIE M.
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Mystik brand tapes Self-Stik. Corner protectors. (Adhesive tapes) Adv. from New equipment digest, Sept. 1952, p. 24. Appl. author: George H. Hartman Co. © 5Sep52; KK78457.

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N

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The Cabin Boy three quarter, made in gabardine. Unisee, the miracle finish. (Clothing) Sheet. © Joseph Nachman (in notice: Lana Stephens); 22Apr52; KK77899.

Unisee, the miracle finish. Gabardine slacks, water repellent, wrinkle resistant. (Clothing) Sheet. © Joseph Nachman (in notice: Lana Stephens); 15Apr52; KK77900.

SEE ALSO Lady Stephens. Stephens, Lana. United Blouse, inc.

NAHSER, FRANK C.
I shall never surrender. KK75326. SEE Gilbert Paper Company.

She changed America's mind. KK80396. SEE Gilbert Paper Company.

Too brave to die ... KK75594. SEE Gilbert Paper Company.

Uncle Sam might not have been ... KK80467. SEE Gilbert Paper Company.

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New. No cooking. KK77476. SEE Hansen's (Christian) Laboratory, inc.

Starlac nonfat dry milk solids. KK77064. SEE Borden Company.

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Success story of machine tool production through three great national emergencies. Natco. (Drilling, boring, and tapping machines) Folder. Appl. author: Emerson Hadley Mook. © 8Sep52; KK77342.

NATIONAL AUTOMATIC TOOL COMPANY ©.
Cont'd.

Success story of the automatic Holeway Giant that inspects its own production ... Folder. Appl. author: Emerson Halley Mook.
© 20Nov52; KK80397.

NATIONAL BANK AND TRUST COMPANY.

Careful planning can help conserve your estate. Folder. Appl. author: Jones & Taylor & Associates.
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Zeolite water treatment softens water, removes scale, prevents foaming ... Folder. Appl. author: Harold Wellington West, sr. © 2May52; KK79207.

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The ideal serviceman's radio. It's new, the Mighty Midget. Adv. from Post exchange, Oct. 1951, p. 4 of cover. Appl. author: National Co., inc., employer for hire. © 30Sep51; KK75375.

NATIONAL CYLINDER GAS COMPANY ©.

Six consecutive modern hospitals of the month choose NCG oxygen piping equipment. Adv. from the Modern hospital, Mar. 1952, p. 41.
© 27Mar52; KK75305.

NATIONAL DAIRY PRODUCTS CORPORATION ©.

Big Top chocolate coated ice cream bar; get the best get Sealtest. Sealtest ice cream. [White background with drawing of clown] Appl. author: Raymond Loewy Associates. © 17Jul52; KK76780.

Orange drink. cIllus. showing glass of orange drink with straw against green background; Brighton Place dairy. One quart liquid. Label. Appl. author: Raymond Loewy Associates. © 26Jan52; KK77111.

Sealtest egg nog. One quart liquid. cA solid white background on upper half and against a cross hatch and green background on lower half.] Label. Appl. author: Raymond Loewy Associates. © 10Dec51; KK75388.

Sealtest genuine Yogurt cultured pasteurized milk. Half pint. cWhite background with sides of a cross hatch on an aquamarine background; Label. Appl. author: Raymond Loewy Associates. © 11May52; KK76430.

Sealtest Grade A pasteurized double rich Guernsey half and half. One quart liquid. [A cross hatch and half medium blue and half vermillion background] Label. Appl. author: Raymond Loewy Associates.
© 29Nov51; KK74822.

Sealtest ice cream, big top chocolate covered bar. Net contents: 3 fluid oz. Label. Appl. author: Raymond Loewy Associates. © 9May52; KK75394.

Sealtest ice cream, vanilla, chocolate, strawberry. [Carton with peach background and vignette of dish of three-flavored ice cream] Label. Appl. author: Raymond Loewy Associates. © 3Jan52; KK77025.

Sealtest non fat dry milk solids, makes one full quart liquid. (Red, blue and yellow background; food illus.) Label. Appl. author: Raymond Loewy Associates.
© 14Dec51; KK76405.

Sealtest pasteurized even rich homogenized milk. One quart liquid. cA cross hatch and half yellow and half red background.] Label. Appl. author: Raymond Loewy Associates.
© 1Jun51; KK75414.

Sealtest take-away sundae, chocolate fudge with vanilla ice cream. Contents 5 fl. oz. cBrown, red, white and green design; Label. Appl. author: Raymond Loewy Associates.
© 1Mar52; KK76486.

Sealtest 3 handy packages sealed in foil. Sealtest non fat dry milk solids. Total net weight 10 1/2 ozs. [Cross hatch & red background with food illustrations] Label. Appl. author: Raymond Loewy Associates. © 14Dec52; KK76756.

Sealtest vanilla ice cream. 6 fl. oz. cCup with word Sealtest against red background, white lines forming triangles, red dots at points; Label. Appl. author: Raymond Loewy Associates.
© 15Feb52; KK76949.

Sealtest Zip-Whipt. Pasteurized cream topping. (Light blue and white can with illus. of hand dispensing topping from can onto dessert) Label. Appl. author: Raymond Loewy Associates.
© 7May52; KK77473.

NATIONAL DISTILLERS PRODUCTS CORPORATION ©.

All over America, holiday guests agree, their choice is PM, the dividend whiskey. Adv. from Life, Dec. 22, 1952, p. 66. Appl. author: The Biow Co., inc. © 22Dec52; KK80414.

All over America, holiday guests agree: their choice is PM, the dividend whiskey. Adv. from New York world telegram and sun, Dec. 8, 1952, p. 30. Appl. author: The Biow Co., inc. © 8Dec52; KK80531.

At Colorado Springs smart guests agree their choice is PM the dividend whiskey. You'll prefer PM's taste to whiskies ... Adv. from New York daily news, Nov. 5, 1952, p. 64. Appl. author: The Biow Co., inc. © 5Nov52; KK79174.

At Lake Placid smart guests agree their choice is PM, the dividend whiskey. Adv. from New York daily news, Oct. 17, 1952, p. 85. Appl. author: The Biow Co., inc. © 17Oct52; KK78329.

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At Pinehurst smart guests agree their choice is PM, the dividend whiskey. Adv. from Life, Nov. 24, 1952, p. 53. Appl. author: The Biow Co., inc. © 24Nov52; KK79811.

Pleasant moments in sports. Craig Wood conquers his jinx. PM. (Whiskey) Adv. from Life, July 14, 1952, p. 68. Appl. author: Felix Sutton. © 11Jul52; KK76145.

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Pleasant moments in sports. Lincoln Beachey files the falls. PM. (Whiskey) Adv. from Life, May 5, 1952, p. 163. Appl. author: Felix Sutton. © 2May52; KK75338.

NATIONAL DISTILLERS PRODUCTS CORPORATION. U. S. INDUSTRIAL CHEMICALS COMPANY, DIVISION OF. ©.

Kill Wicked Willie Weevil with Pyrenone grain protectant. (Insecticide) Adv. from the Farmer-stockman, Aug. 1952, p. 37.
© 1Aug52; KK76959.

Say goodbye to Wicked Willie Weevil with Pyrenone grain protectant. (Insecticides) Adv. from the Farmer-stockman, Sept. 1952, p. 24.
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Stored corn can be kept weevil-free. Pyrenone. Grain protectant. Adv. from Feedstuffs, Aug. 2, 1952, p. 28. © 2Aug52; KK76044.

NATIONAL DRYER SALES CORPORATION ©.

Here is the proof that National chand dryers save and satisfy. Folder. Appl. author: Max Becker.
© 5Sep52; KK77110.

NATIONAL HOMES CORPORATION ©.

Modern living, at its best. These exciting new 1953 National homes sensationally restyled, outside and in. (Prefabricated houses) Folder. Appl. author: Applegate Advertising Agency. © 7Oct52; KK78586.

National Homes, nation's largest producers of quality homes at thrift prices. Unsurpassed for beauty and livability at any price. (Prefabricated houses) 15 p. Appl. author: Applegate Advertising Agency. © 29May52; KK75249.

National homes scoops entire building field with exciting new 1953 models. (Prefabricated houses) Adv. from Better living, Nov. 1952, p. 14. Appl. author: Applegate Advertising Agency. © 16Oct52; KK78585.

See this spectacular 3 bedroom ranch type home during the parade of homes. National Homes. Adv. from Ohio state journal, Columbus, Ohio, Sept. 13, 1952, p. 7. Appl. author: Applegate Advertising Agency.
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See this spectacular 3-bedroom ranch-type home now. National Homes. (Prefabricated houses) Adv. from the Indianapolis star, Sept. 14, 1952, p. 13. Appl. author: Applegate Advertising Agency. © 14Sep52; KK77971.

Sensational restyling outside and in provides modern living at its best! Nationwide showing in hundreds of cities. (Prefabricated houses) Adv. from Better homes & gardens, Nov. 1952, pp. 48-49. Appl. author: Applegate Advertising Agency.
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NATIONAL LEATHER PRODUCTS ©.

Corral Brand. Genuine saddle leather. Label. © 15Aug52; KK76704.

NATIONAL PAINT CENTER.

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Make his favorite slow cooked dishes the speedy Presto way.

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A home owned store for home folks where the owner stands back of each sale. Irha hardware store. Adv. from Better homes & gardens, Apr. 1952, p. 178. Appl. author: Glenn, Jordan, Stoetzel, inc. © 20Mar52; KK79211.

NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION ©.
Can Johnny learn to read? (Electric service) Adv. Appl. author: William S. Roberts. © 21Jul52; KK77660.

Hi neighbor. Glad to be here. (Electric service) Adv. Appl. author: William S. Roberts. © 24Sep52; KK78618.

The light that didn't fail. (Electric service) Adv. Appl. author: William S. Roberts. © 26Aug52; KK77658.

Where there's a will, there's a way to get your farm and home chores done quickly ... (Electric service) Sheet. Appl. author: William S. Roberts. © 20Feb52; KK75552.

Willie Wiredhand. Label. Appl. author: William S. Roberts. © 17Jun52; KK76303.

Willie Wiredhand says, a haydrier can save you money. It means better feed for your stock and less waste. (Electric service) Adv. Appl. author: William S. Roberts. © 18Apr52; KK75553.

Willie Wiredhand says, electric motors can save you money, energy and help keep your temper in check. (Electric service) Adv. Appl. author: William S. Roberts. © 21Jul52; KK77659.

Willie Wiredhand says, feed will be one of the farmer's biggest problems this year. (Electric service) Adv. Appl. author: William Shepard Roberts. © 20Feb52; KK75554.

Willie Wiredhand says, good shop equipment helps keep the farm and home in repair. An electric circular saw is easy to operate ... (Electric service) Adv. Appl. author: William S. Roberts. © 24Sep52; KK78619.

Willie Wiredhand says: Infra-red for heat. (Willie Wiredhand Infra-red lamps) Adv. Appl. author: William S. Roberts. © 31Oct52; KK80127.

Willie Wiredhand says, now is the time to install an electric corn sheller. (Electric service) Adv. Appl. author: William S. Roberts. © 26Aug52; KK77657.

NATIONAL SALES, INC. ©.
Amber-Air entraining agent. A concrete additive, for better appearance, for easier handling to reduce segregation, for greater durability. Folder. Appl. author: Oliver Elliott. © 1Aug52; KK75813.

NATIONAL SCHOOLS, Los Angeles. SEE Los Angeles. National Schools.

NATIONAL TRADE CHEMICALS COMPANY.
Instructions, the revolutionary Supermaster spotting technique. (Chemicals) Folder. © Louis Goldsmith, t.a. National Trade Chemicals Co.; 24Sep52; KK77710.

NATIONAL Tube Division, United States Steel Company. SEE United States Steel Company. National Tube Association.

NATIONAL WELDING EQUIPMENT COMPANY ©.
Flame cutting, here's how it works. National. (Gas cutting torches, hand and machine) 39 p. Appl. author: Ernest Ludwig Mathy. © 28Nov52; KK80300.

NATONE COMPANY ©.
A quick course in lip beauty by Martha Lorraine [pseud. Carl Wagley Culpepper] Folder. © 5Sep52; KK80204.

NATVAR CORPORATION ©.
Aboglas, a new Natvar class B composite insulation with exceptional toughness and flexibility. Pamphlet. Appl. author: Walter L. Funnell. © 30Sep52; KK79846.

NEAFUS, CARLIS H.
Zante currants. KK78497. SEE Sun-Maid Raisin Growers of California.

NECCHI SEWING MACHINE SALES CORPORATION ©.
Watch the amazing Necchi without attachments sew on buttons, embroider ... (Sewing machine) Adv. from Country gentleman, Apr. 1, 1952, p. 117. Appl. author: Doyle Dane Bernbach, inc. © 1Apr52; KK76808.

You don't have to give away your right arm every time you make a sale. Necchi. (Sewing machines) Adv. from Electrical merchandising, Jan. 1, 1952, p. 162-163. Appl. author: Doyle Dane Bernbach, inc. © 1Jan52; KK75081.

NEEDHAM, LOUIS AND BOROBY, INC.
How to save hours of scrubbing after a 6-minute Glo-coat waxing. KK76948. SEE Johnson (S. C.) and Son, inc.

My husband had to pay for my mistake. KK75836. SEE Johnson (S. C.) and Son, inc.

NEIMAN-MARCUS COMPANY.
Announcing the arrival of our fall collection of young furs. Adv. from Dallas morning news. © Neiman-Marcus Co. (in notice: Neiman-Marcus); 2Jul52; KK75110.

Announcing the arrival of our fall collection of young furs ... Adv. © Neiman-Marcus Co. (in notice: Neiman-Marcus); 3Jul52; KK75108.

Be her dreamboat. (Fur) Adv. from the Dallas morning news, Nov. 5, 1952. © 5Nov52; KK79210.

Blonde nutria, you'll have to see it to believe it ... (Fur) Adv. © 20Jul52; KK75644.

Blondes and brunettes in the same family. Neiman-Marcus family of college muskrat ... (Furs) Adv. © 15Aug52; KK76852.

Christmas gift of a lifetime for just one lucky woman ... Our Labrador mink coat ... Adv. © 16Nov52; KK79922.

The Christmas mink collection. (Fur) Adv. © 9Nov52; KK79355.

The collared fichu. Our tiniest late-day mink in a quartet of fabulous shades. (Fur jacket) Adv. from the Dallas morning news, Aug. 13, 1952. © 13Aug52; KK76754.

The collared stole; most important new fashion in fur. Adv. from the Dallas morning news, Aug. 21, 1952. © 20Aug52; KK76854.

Dyed squirrel stole 250.00. (Fur) Adv. © 16Oct52; KK78491.

An exciting and versatile new fur design ... N-M stole scarf. Adv. © 19Nov52; KK79924.

Exposition collection of blond furs. Adv. © 3Sep52; KK77106.

Exposition of the new mink fashions. (Fur) Adv. © 2Sep52; KK77105.

An extraordinary presentation of three-quarter coats in ranch mink. (Fur) Adv. © 17Sep52; KK77433.

Famous for mink, famous for jewels. Adv. from the Dallas morning news, Sept. 9, 1952, p. 14. © 9Sep52; KK77265.

A fur in every wardrobe. Adv. © 31Jul52; KK76032.

Imagine N-M mink 695.00 and 795.00 (Fur) Adv. © 10Oct52; KK78492.

Imagine N-M mink 695.00 and 795.00. (Fur) Adv. from the Dallas morning news, July 15, 1952, p. 14. © 15Jul52; KK75246.

Latest arrival in our collection that is growing by the day ... Our newest mink stole ... © 15Oct52; KK79550.

Meet the minks that make the news. (Fur) Adv. © 29Jul52; KK75809.

The most precious treasure chest you could give her for Christmas ... Neiman-Marcus mink and diamonds. (Fur) Adv. © 12Dec52; KK80561.

N-M fur jackets, in the news at every turn. Adv. © 22Aug52; KK76855.

The N-M, jr. look. The young, sophisticated fur--N-M mouton-dyed lamb, finest of its kind. Adv. © 6Aug52; KK75994.

Natural baum martens 395.00 (Fur) Adv. © 18Jul52; KK75643.

Natural sheared raccoon. (Fur) Adv. from the Dallas morning news, July 6, 1952, p. 2. © 6Jul52; KK75247.

Neiman-Marcus mink 795.00. (Fur) Adv. © 11Nov52; KK79354.

The new chesterfields, long and short. (Fur) Adv. © 17Oct52; KK78490.

New collection of mink stoles. (Fur) Adv. from the Dallas morning news. © 20Oct52; KK78172.

New in nutria. The jacket with giant, low pockets. (Fur) Adv. © 31Oct52; KK78695.

New minks from the world's most fabulous collection. (Fur coats) Adv. from the Dallas morning news, Aug. 10, 1952, p. 12. © 10Aug52; KK76755.

One of the season's most exciting furs ... the long fox stole ... Adv. © 18Nov52; KK79923.

Over your new suit, the newest mink stole ... (Fur) Adv. from the Dallas morning news, July 27, 1952. © 27Jul52; KK75808.

NEIMAN-MARCUS COMPANY. Cont'd.

Precious miniatures. (Fur) Adv.
© 25Sep52; KK78050.

Presenting a very precious Christmas collection. N-M sapphire mink for 1952. Adv. © 14Nov52; KK79525.

Presenting an exceptional ranch mink value. (Fur) Adv. © 10Oct52; KK78493.

Presenting ermine in a new mocha shade. Adv. © 8Aug52; KK76316.

Presenting Neiman-Marcus wild mink. (Fur) Adv. © 6Aug52; KK76033.

Presenting the ermine choléro. Newest N-M fur fashion to be developed from sheer inspiration to reality. Adv. © 29Oct52; KK78696.

795.00 buys what she really wants. (Furs) Adv. © 25Nov52; KK79880.

She'd love to live in Mink. (Fur) Adv. from the Dallas morning news. © 26Nov52; KK80086.

The 10 outstanding values in our Christmas fur collection. Adv. © 21Nov52; KK79925.

This is the news, beaver jackets. (Fur) Adv. © 23Jul52; KK75639.

This is the news in mink. (Fur) Adv. © 20Jul52; KK75649.

Total fare 295.00. (Fur) Adv. © 6Jul52; KK75245.

Total fare 295.00. Look at the wonderful year-round furs you can buy with a Neiman-Marcus label ... Adv. © Neiman-Marcus Co. (in notice: Neiman-Marcus); 29Jun52; KK75109.

We said it before, there's nothing like the blonde fur. Adv. © 24Oct52; KK78697.

Your new mink jacket will be ... (Fur) Adv. © 24Sep52; KK78049.

NELDA PUBLICATIONS, INC. ©.

Buy your new 1952-53 standard refrigerator and freezer trade-in manuals now. (Book) Adv. from Electrical merchandising, Jan. 1952, p. 285. Appl. author: J. Louis Albert. © 10Jan52; KK79454.

NELEZEN, CLARENDON B.

Ice cream. KK79514. SEE Marathon Corporation.

Sweet cream AA butter. KK78381. SEE Brooklawn Creamery Company.

NELSON, CHARLES E.

Help yourself to bigger profits, by re-seating with American Bodiform restful chairs. KK75527. SEE American Seating Company.

NELSON (JULIUS) CORPORATION ©.

Judy Nell. Insulated for all-season wear with Temp-Resisto lining. The trans-season coat. (Clothing) Adv. from Glamour, Dec. 1952, p. 55. Appl. author: Altman-Stoller Advertising, inc. © 21Nov52; KK80647.

NELSON (L. R.) MANUFACTURING COMPANY ©.

How to repair hose (plastic or rubber) quickly in 3 easy steps with Nelson menders. (Hose menders) Label. Appl. author: Marlin B. Kreighbaum. © 18Feb52; KK77332.

NESCO, INC. ©.

Cook, bake, broil, roast, fry. Prepare complete meals the easy way. Automatically with Nesco. (Electrical equipment) Folder. © 1Aug52; KK76964.

NESTLE-LE MUR COMPANY.

How to apply Nestle Lite professional hair lightener with conditioning oil. Folder. Appl.

author: Ethel Merklen. © The Nestle-LeMur Co.; 30Jul52; KK77641.

How to use Nestle Lite hair lightener with conditioning oil. First carefully read; then follow all directions. Folder. Appl. author: Ethel Merklen. © The Nestle-LeMur Co.; 30Jul52; KK77642.

How to use Nestle Lite hair lightener with conditioning oil to give your hair golden fashion streaks. Folder. Appl. author: Ethel Merklen. © The Nestle-LeMur Co.; 30Jul52; KK77640.

NEUBAUER, ROBERT.

Fine creamy butter. KK78649. SEE Hood (H. P.) and Sons.

NEW CASTLE PRODUCTS ©.

Baby sitting business boosts church attendance. The doors that fold like an accordion, Modernfold doors. Adv. from Church management, Sept. 1952, p. 23. Appl. author: The Buchen Co. © 12Sep52; KK77735.

Build rooms in just seconds with Modernfold doors. Adv. from American funeral director, Sept. 1952, p. 24. Appl. author: The Buchen Co. © 12Sep52; KK78102.

Builders, your houses sell faster with Modernfold doors ... Folder. Appl. author: Robert McConville. © 1Jul52; KK76018.

8 in the side pocket. Your ideas come to life for life with Modernfold doors. Adv. from Architectural forum, Nov. 1952, p. 15. © 10Nov52; KK80088.

For extra services, extra schoolroom space, Modernfold doors pay off. (Folding doors) Adv. from Church property administration, May-June 1952, p. 108. Appl. author: The Buchen Co. © 1Jun52; KK75768.

For slumber rooms or for offices, Modernfold doors save space. The doors that fold like an accordion. Adv. from the American funeral director, Oct. 1952, p. 30. Appl. author: The Buchen Co. © 12Oct52; KK78501.

Guests go for our rooms made bigger by Modernfold doors. Here's how the Shirley-Savoy ... Adv. from Hotel management, Nov. 1952, p. 96. Appl. author: The Buchen Co. © 10Nov52; KK79968.

How Modernfold doors make your work easier and more effective. The doors that fold like an accordion. Adv. from Modern hospital, Sept. 1952, p. 132. Appl. author: The Buchen Co. © 1Sep52; KK77889.

How Modernfold doors simplify our selling job. The doors that fold like an accordion. Adv. from N. A. H. B. correlator, Sept. 1952, p. 6. Appl. author: The Buchen Co. © 1Sep52; KK77759.

How to add a room in seconds with Modernfold doors. (Folding doors) Adv. from Nation's business, Oct. 1952, p. 81. Appl. author: The Buchen Co. © 25Sep52; KK78913.

How to build a third bedroom into a two-bedroom house. Your ideas come to life, for life with Modernfold doors. (Folding doors) Adv. from the Magazine of building, July 1952, p. 183. Appl. author: The Buchen Co. © 10Jul52; KK75660.

If you rented this space, wouldn't you like to relax in your living room ... Modernfold doors. The doors that fold like an accordion.

Adv. from Hotel management, Sept. 1952, p. 114. Appl. author: The Buchen Co. © 10Sep52; KK77985.

In Church in Sunday School Modernfold doors give a crowd-pleasing performance. Adv. from Church management, Nov. 1952, p. 23. Appl. author: The Buchen Co. © 1Nov52; KK79760.

Is there any easier way to enlarge an operating room? Modernfold doors. Adv. from Modern hospital, Nov. 1952, p. 162. Appl. author: The Buchen Co. © 1Nov52; KK79957.

Lost, swinging doors stole my corner. Modernfold doors brought it back. The doors that fold like an accordion. Adv. from the Saturday evening post, Sept. 13, 1952, p. 136. Appl. author: The Buchen Co. © 10Sep52; KK77936.

Make one room do the work of two with Modernfold movable walls. Adv. from the Catholic school journal, Oct. 1952, p. 59A. Appl. author: The Buchen Co. © 20Sep52; KK78972.

Neat way to add rooms the instant you need them. Modernfold doors. Adv. from Church property administration, Nov.-Dec. 1952, p. 99. Appl. author: The Buchen Co. © 1Dec52; KK80669.

Now you see it, now you don't. The doors that fold like an accordion. Modernfold doors. Adv. from Magazine of building, house & home, Sept. 1952, p. 38. Appl. author: The Buchen Co. © 10Sep52; KK77896.

Schoolrooms built while you wait. Modernfold doors. Adv. from Progressive architecture, Sept. 1952, p. 183. Appl. author: The Buchen Co. © 1Sep52; KK77722.

Show place, or office space? It all depends on which you want ... Your ideas come to life, for life with Modernfold doors. (Folding doors) Adv. from Architectural record, July 1952, p. 43. Appl. author: The Buchen Co. © 10Jul52; KK75635.

Space that changes shape in seconds. Modernfold doors. Adv. from Architectural forum, July 1952, p. 196. Appl. author: The Buchen Co. © 10Jul52; KK76014.

Two for the price of one; two offices for the price of one Modernfold door, that is. Adv. from Architectural record, Aug. 1952, p. 323. Appl. author: The Buchen Co. © 10Aug52; KK76406.

You get more rooms, more revenue from them with Modernfold doors. (Folding doors) Adv. from Hotel management, July 1952, p. 28. Appl. author: The Buchen Co. © 10Jul52; KK75661.

Your ideas come to life, for life with Modernfold doors. For every room division or door closure problem ... Adv. from Magazine of building, House & home ed., Nov. 1952, p. 179. Appl. author: The Buchen Co. © 10Nov52; KK79725.

NEW ENGLAND ART PUBLISHERS ©.

Special outfit offer no. 1. (Greeting cards, novelties) Sheet. © 16Jun52; KK75020.

NEW ENGLAND CARBIDE TOOL COMPANY, INC. ©.

Drill bit selector chart. New England Carbide. (Masonry drill bits) Sheet. Appl. author: Howard A. Stockwell, Jr. © 21Jun51; KK77841.

NEW MILL NOODLE AND MACARONI COMPANY, INC. ©.

Pure egg noodles. New Mill. Net weight one pound. Label. © 10Oct52; KK78507.

NEWALD, CORA GEIGER.

A big money-making opportunity awaits you, selling Babee-Tenda. KK78045. SEE Babee-Tenda Corporation.

How to keep baby from underfoot when you're busy. KK78311. SEE Babee-Tenda Corporation.

You could keep baby safe like this, but it's easier the Babee Tenda way. KK80080. SEE Babee-Tenda Corporation.

NEWMAN, FRANK S.

Du Mont model TA-124-E image orthicon camera chain for field studio film. KK77193. SEE Du Mont (Allen B.) Laboratories, Inc.

Du Mont television broadcast equipment. KK77199. SEE Du Mont (Allen B.) Laboratories, Inc.

Television equipment complements for station planning. KK77194. SEE Du Mont (Allen B.) Laboratories, Inc.

NEWMAN, JAMES F.

Lust'r Kleen for the brightest, freshest cleaning anywhere. KK80108. SEE Lust'r Kleen Corporation.

NICKEL, ROBERT ALFRED.

Automobile dealers in the Akron area join the swing to Underwood Sundstrand accounting machines. KK79022. SEE Underwood Corporation.

Figure on a long and carefree life, for this so-easy-to-operate Underwood Sundstrand 10-key adding-figuring machine ... KK79026. SEE Underwood Corporation.

For 89 years Emery, Bird, Thayer has been building a reputation for doing things the better way. KK77715. SEE Underwood Corporation.

Get ahead in the world with typing that's worlds ahead; use an Underwood all electric. KK79021. SEE Underwood Corporation.

Good reports, just what you'd expect from the newest Underwood Finger-Flite Champion portable. KK77718. SEE Underwood Corporation.

Help your students get ahead in the world with typing that's worlds ahead. KK77717. SEE Underwood Corporation.

Know what, I have the 7,000,000th Underwood. KK75456. SEE Underwood Corporation.

Let's look at the records, then you'll want this 2-in-1 machine. KK75457. SEE Underwood Corporation.

Make this back to school promotion. KK77716. SEE Underwood Corporation.

Minneapolis-St. Paul vote is in. KK75452. SEE Underwood Corporation.

No matter how you figure it, you'll always have the right answer with this Underwood Sundstrand 10-key adding-figuring machine. KK75458. SEE Underwood Corporation.

Note the Underwoods wherever you go. KK75455. SEE Underwood Corporation.

On this single machine you post all applications. KK75453. SEE Underwood Corporation.

Only good reports, just what you'd expect from the newest Underwood Finger-Flite champion portable. KK79020. SEE Underwood Corporation.

Read this letter it speaks for itself; it may concern you. KK79023. SEE Underwood Corporation.

This Underwood Sundstrand model E is so easy, so automatic. KK79027. SEE Underwood Corporation.

To remind you, features that will make you proud of your Underwood Finger-Flite portable typewriter. KK75454. SEE Underwood Corporation.

We heartily recommend Underwood Sundstrand equipment to other Credit Unions. KK79025. SEE Underwood Corporation.

When customers ask your advice on ribbons here's a distinctive ribbon ... KK79024. SEE Underwood Corporation.

NIEMAN, L. J.

Grennan Cook Book apricot-peach bars. KK75744. SEE Purity Bakeries Corporation. Grennan Bakeries Division.

NIXON CAMERA AND PHOTO-SUPPLY COMPANY.

The View-finder. (Photographic supplies) Folder. Sept. 1952. © 29Sep52; KK78055.

NOBLE, RAY G.

Directions for splicing an eye into the end of a wire rope. KK79277. SEE Union Wire Rope Corporation.

NOLEN, Everett R. and Thomas U. Dorsey, d.b.a. Zing Manufacturing Company. SEE Zing Manufacturing Company.

NORCROSS ART STAFF.

Our greeting cards will help you say the nicest things in the nicest way. KK76766. SEE Cohoes Envelope Company, Inc.

NORCROSS, INC. ©.

Greeting cards by Norcross, of course. Poster. © 9Apr52; KK75323.

NORDBERG MANUFACTURING COMPANY ©.

Nordberg presents a revolutionary advancement in mechanized rail renewal: the Dun-Rite gaging machine. Bulletin no. 220. (Railroad trackworking equipment) Sheet. Appl. author: Edward L. Satola. © 12Sep52; KK79909.

Symons Rod Deck screen, type K. Nordberg. Bulletin 94C. (Screening machinery) Folder. Appl. author: Edward L. Satola. © 12Sep52; KK79907.

Symons vibrating Bar Grizzly. Nordberg. Bulletin 121A. (Screening machinery) Folder. Appl. author: Edward L. Satola. © 12Sep52; KK79908.

NOR-GEE CORPORATION ©.

The Nor-Gee Jumbo mail box holds all your mail. Folder. © 18Dec52; KK80673.

Personalize your Nor-Gee Jumbo mail box with your name ... (Accessories for mail box) Folder. © 18Dec52; KK80672.

Sell the mail box that holds all the mail. New Nor-Gee Jumbo mail box. Sheet. © 16Dec52; KK80674.

NORLEE COMPANY.

Handiest pen in the world, the new Lee duplex with the plastic magnifier. Coupon. Appl. author: Paul E. Knoerr. © The Norlee Co.; 24Nov52; KK80622.

NORRIS, INC. ©.

Della Robbia mints. Norris exquisite candies: One pound net. Label. Appl. author: Mrs. Raymond Lawton Henderson. © 13Oct52; KK78298.

New different centers covered with smooth creme coating simply Meltdts in your mouth. (Candy) Label.

Appl. author: Mrs. Raymond Lawton Henderson. © 27Feb52; KK80085.

Peachtree chocolates. Norris exquisite candies. Label. Appl. author: Everett Edelman. © 10Oct52; KK78299.

Sweet Talk assorted chocolates. Norris exquisite candies. Label. Appl. author: Everett Edelman. © 10Oct52; KK78297.

The Variety Box. Norris exquisite candies. Label. Appl. author: Everett Edelman. © 10Oct52; KK78296.

NORTH AMERICAN BATTERY CORPORATION ©.

Red Giant, the self-recuperating battery. The heart of the Red Giant [automotive] battery. Folder. © 6Aug52; KK76819.

NORTH AMERICAN VAN LINES, INC. ©.

For the right move call your North American agent. Careful handling. (Long distance moving) Adv. from Coronet, Oct. 1952, p. 17. Appl. author: Applegate Advertising Agency. © 24Sep52; KK78587.

Proper padding prevents mars and scratches when you move the right way by calling in your North American agent. Adv. from National Geographic magazine, Aug. 1952, p. 288. Appl. author: Applegate Advertising Agency. © 4Aug52; KK77478.

NORTH PLATTE ADVERTISING COMPANY.

Here's a service for which you have been waiting. The California Real Estate Exchange. Sheet. © James Watson Kirkman, d.b.a. North Platte Adv. Co.; 13Aug51; KK77673.

NORTHAM WARREN CORPORATION ©.

Dream team ... Pink 'n Sassy, Pink 'n Sweet. Cutex. (Cosmetics) Adv. from Lakewood daily times, 1952, p. 3. Appl. author: J. M. Mathes, Inc. © 9Dec52; KK80644.

NORTHERN PAPER MILLS ©.

Boy, have we got news for you. Northern tissue. Adv. from Chain store age, Apr. 1952, p. 58-59. Appl. author: Young & Rubicam, Inc. © 30Mar52; KK76539.

Boy, have we got news for you. Northern tissue. Adv. from Co-operative merchandiser, Apr. 1952, p. 25. Appl. author: Young & Rubicam, Inc. © 1Apr52; KK76538.

Completely new, softened twice. Northern tissue. Here's the news you've waited for ... Adv. from the Progressive farmer, May 1952, p. 131. Appl. author: Young & Rubicam, Inc. © 1Apr52; KK76588.

Completely new, softened twice. Northern tissue. If you've been paying a premium price for soft toilet tissue, this is for you. Adv. from the Progressive farmer, Apr. 1952, p. 167. Appl. author: Young & Rubicam, Inc. © 1Mar52; KK76587.

NORTHROP (R. D.) COMPANY.

America's most popular slippers. KK79123. SEE Evans' (L. B.) Son Company.

Ask any man, he'll tell you; men prefer Evans hand turned slippers. KK79687. SEE Evans' (L. B.) Son Company.

Christmastime, and the shopping is easy. KK80089. SEE Evans' (L. B.) Son Company.

Every man needs a pair of comfortable slippers. KK80581. SEE Evans' (L. B.) Son Company.

Men prefer Evans hand turned slippers. KK79686. SEE Evans' (L. B.) Son Company.

NORTHWEST PAPER COMPANY.

Mountie text. Northwest pedigreed papers always make good printing better. (Mountie whistling to horse) Folder. © The Northwest Paper Co.; 14Aug52; KK77351.

Northwest pedigreed papers always make good printing better. (Mountie & Indian on horses at sunset) Adv. from Northwest news, v. 17, no. 2, 1952, cover. © The Northwest Paper Co.; 16Jul52; KK75692.

Northwest pedigreed papers, always make good printing better. (Mountie and wagon train) Adv. from the American paper converter, Sept. 1952. © The Northwest Paper Co.; 29Aug52; KK77297.

Northwest pedigreed papers, always make good printing better. (Mountie and wild horses) Adv. from the American paper converter, July 1952. © The Northwest Paper Co.; 1Jul52; KK75164.

Northwest pedigreed papers always make good printing better. (Mountie on horse crossing fallen tree) Adv. from American paper converter, Nov. 1952. © The Northwest Paper Co.; 3Nov52; KK79331.

NORTHWESTERN PRODUCTS COMPANY ©.

Zoo-M-Roo space game. (Bagatelle game) Card. Appl. author: Rudy Donegan. © 18Aug52; KK77683.

NORTON, (JOHN) COMPANY ©.

Winner's circle. (Game) Label. Appl. author: John Julius Norton. © 31Jul52; KK79261.

NORTON, John Julius. SEE Norton (John) Company.

NOVORR, GERALD.

Carnation country style cottage cheese, made fresh daily. KK75623. SEE Universal Printing and Lithograph Company.

Carnation farmer's style cottage cheese, made fresh daily. KK75625. SEE Universal Printing and Lithograph Company.

Carnation old fashioned French vanilla ice cream. KK75627. SEE Universal Printing and Lithograph Company.

Carnation sherbet. KK75624. SEE Universal Printing and Lithograph Company.

Carnation vanilla ice cream. KK75626. SEE Universal Printing and Lithograph Company.

NU-ART ENGRAVING COMPANY ©.

Contempora Christmas cards by Nu-Art. America's newest, most striking line of Christmas cards ... 26 p. Appl. author: Zelma H. Hanson. © 19Aug52; KK79598.

NU-ENERGY, INC. ©.

Nu-Energy for batteries. (Battery additive) 7 p. Appl. author: William S. Bassett. © 15Jul52; KK77809.

NU-WAY PRODUCTS COMPANY.

Nu-Way professional type bleach. Bleach cleanser disinfectant. Contents half gallon. Label. © O. F. Sullivan, Nu-Way Products Co.; 19Oct40; KK78310.

O

OCONOMOWOC CANNING COMPANY ©.

Big Sweets tender sugar peas, mixed large sizes. Contents 1 lb. 1 oz. Label. © 10Oct51; KK76173.

OHIO MATCH COMPANY.

Vargas girl. (Book matches) Label. (331-1) © The Ohio Match Co.; 31Oct52; KK78985.

Vargas girl. (Book matches) Label. (331-2) © The Ohio Match Co.; 31Oct52; KK78984.

Vargas girl. (Book matches) Label. (331-3) © The Ohio Match Co.; 31Oct52; KK78983.

Vargas girl. (Book matches) Label. (331-4) © The Ohio Match Co.; 31Oct52; KK78982.

Vargas girl. (Book matches) Label. (331-5) © The Ohio Match Co.; 31Oct52; KK78981.

OHIO NUT AND BOLT COMPANY.

Applications of Ohio parts. (Metal fasteners) Folder. Appl. author: Robert Alfred Reich. © The Ohio Nut & Bolt Co.; 23Jun52; KK75884.

Stock parts for projection welding ... for spot welding. Ohio. (Metal fasteners) Folder. Appl. author: Robert Alfred Reich. © The Ohio Nut & Bolt Co.; 1Aug52; KK75832.

OHIO OIL COMPANY ©.

Brother, this is it. Marathon Cat now octane-boosted ... Marathon Cat gasoline. Adv. Appl. author: Randal S. West. © The Ohio Oil Co.; 26Sep52; KK78746.

Brother, this is it. Want extra road power ... Marathon Cat gasoline. Adv. Appl. author: Randal S. West. © The Ohio Oil Co.; 26Sep52; KK78747.

How would you describe it? Marathon Cat now octane-boosted ... (Gasoline) Adv. Appl. author: Randal S. West. © 30Oct52; KK78745.

More power than ever on the road. Marathon Cat gasoline. Adv. Appl. author: Randal S. West. © 10Oct52; KK78744.

More power than ever on the road. Prove it, with a tankful of Marathon Cat. (Gasoline) Adv. Appl. author: Randal S. West. © 10Oct52; KK78743.

Now I know what Jim meant, when he said Marathon Cat is now octane-boosted ... (Gasoline) Adv. Appl. author: Randal S. West. © 24Oct52; KK78742.

OHLZY, PHILIP H.

Manzaid rheumatic remedy. KK79416. SEE Manzaid Drug Company.

OHMITE MANUFACTURING COMPANY ©.

New Ohmite type Q-1C heated clothing Rheostat. Bulletin 142. Sheet. Appl. author: Louis Harold Ritzma. © 20Jul51; KK79148.

Ohmite dummy antenna resistors Models D-101 and D-251. Bulletin 136A. Folder. Appl. author: Louis Harold Ritzma. © 27Apr51; KK79150.

Ohmite Powl-Rib resistor (Edgewound ribbon type) Bulletin 141. Sheet. Appl. author: Louis Harold Ritzma. © 4Aug52; KK79147.

Ohmite stock catalog no. 24. (Electrical components) 19 p. Appl. author: Louis Harold Ritzman. © 19May52; KK79151.

Ohmite thin type resistors. Bulletin 138. Sheet. Appl. author: Louis Harold Ritzma. © 1Mar49; KK79149.

OHRBACH'S, INC. ©.

Amazing bargain offer. Ohrbach's. (Clothing) Adv. from the New York times, Oct. 12, 1952, p. 53. Appl. author: Doyle Dane Bernbach, inc. © 12Oct52; KK78450.

Celebrate with us, come to our greatest bargain-party. Ohrbach's. (Clothing) Adv. from Newark Sunday news, Sept. 21, 1952, p. 14-15. Appl. author: Doyle Dane Bernbach, inc. © 21Sep52; KK78033.

Designed for you in Paris at prices designed for you by Ohrbach's. (Women's wear) Adv. from New York herald tribune, Sept. 21, 1952, p. 35. Appl. author: Doyle Dane Bernbach, inc. © 21Sep52; KK77481.

Don't lose your head, use it. Shop at Ohrbach's. (Clothing) Adv. from Los Angeles examiner, Nov. 27, 1952, p. 7. Appl. author: Doyle Dane Bernbach, inc. © 27Nov52; KK80362.

If you are over or under 35, you need Sniagrab. (Clothing) Adv. from New York daily news, Sept. 9, 1952, p. 11. Appl. author: Doyle Dane Bernbach, inc. © 9Sep52; KK77250.

In a dress it's the woman who counts and ... Ohrbach's. (Clothing) Adv. from Los Angeles times, Sept. 11, 1952, p. 17. Appl. author: Doyle Dane Bernbach, inc. © 14Sep52; KK77810.

In a dress it's the woman who counts M.S.F.L.T. (Women in dress with polka dot bow) Adv. from the New York times, Oct. 26, 1952, p. 53. Appl. author: Doyle Dane Bernbach, inc. © 26Oct52; KK79206.

Liberal trade-in. Bring in your wife and just a few dollars ... Ohrbach's. (Clothing) Adv. from New York Journal-American, Oct. 5, 1952, p. 9. Appl. author: Doyle Dane Bernbach, inc. © 5Oct52; KK78316.

More camels prefer Ohrbach's shoppers than any other kind. (Clothing) Adv. from the New York times, Nov. 2, 1952, p. 53. Appl. author: Doyle Dane Bernbach, inc. © 2Nov52; KK79545.

Start now on your Christmas shopping. Ohrbach's. (Clothing) Adv. from Los Angeles examiner, Nov. 18, 1952, p. 7. Appl. author: Doyle Dane Bernbach, inc. © 18Nov52; KK80361.

They're lovely, they're engaged; they use back-to-school clothes from Ohrbach's. Adv. from the New York times, Aug. 24, 1952, p. 51. Appl. author: Doyle Dane Bernbach, inc. © 24Aug52; KK76809.

Why forget value just because it's Christmas ... How to be sweet to her and kind to your budget. Ohrbach's. (Clothing) Adv. from the New York times, Dec. 7, 1952, p. 55. Appl. author: Doyle Dane Bernbach, inc. © 7Dec52; KK80363.

Your dollar will go farther at Ohrbach's. (Clothing) Adv. from Los Angeles herald-express, Aug. 29, 1952, p. C-1. Appl. author: Doyle Dane Bernbach, inc. © 29Aug52; KK78841.

OIL METERING AND PROCESSING EQUIPMENT CORPORATION ©.

Oil metering well checkers; skid or trailer mounted for these purposes. Bulletin WC-952. Folder. © 13Oct52; KK79223.

OLD DUTCH COFFEE COMPANY, INC. ©.

Guaranteed, the coffee lover's coffee. Old Dutch coffee. Adv. from Yonkers herald statesman, June 27, 1952, p. 11. Appl. author: John Schuman. © 27Jun52; KK75831.

OLDS, MAC L.

Plans and instructions for a Douglas fir plywood coffee table. KK78306. SEE Douglas Fir Plywood Association.

Plans and instructions for a Douglas fir plywood end or bedside table. KK78305. SEE Douglas Fir Plywood Association.

OLIVER UNITED FILTERS, INC. ©.

Filters for the mining industry. Oliver United. 7 p. Appl. author: Theodore T. Meehan. © 30Sep52; KK79893.

Lime mud filter for causticizing systems in pulp mills and chemical plants. Oliver. Folder. Appl. author: Theodore T. Meehan. © 29Aug52; KK79894.

Oliver-Ahlfors upflow vibrating pulp screen. Folder. Appl. author: Theodore T. Meehan. © 30Jun52; KK79895.

Vacuum Savealls. Drum and disc type Savealls to meet all mill conditions. Oliver United. (Industrial filters) Folder. Appl. author: Theodore T. Meehan. © 30Jun52; KK79896.

OLSON BROTHERS, INC.

Tru Blue fresh AA large. One dozen. Egg carton design. Label. © 10Oct52; KK79875.

OLSON RUG COMPANY ©.

In the face of price increases by other rug makers we offer thousands of yards of broadloom rugs ... Olson. Adv. from Chicago Sunday Tribune, Sept. 14, 1952, part 1, p. 30. Appl. author: Arthur William Prussing. © 14Sep52; KK77334.

Lovely broadloom rugs for less money than you thought possible. ... Just send your discarded rugs, clothing to the Olson factory at our expense, we do the rest. Adv. from Women's day, Sept. 1952. Appl. author: Arthur William Prussing. © 28Aug52; KK78580.

Rug magic. Lovellier rugs for less money. Adv. from Living, Sept. 1952. Appl. author: Arthur William Prussing. © 20Aug52; KK78581.

Rug magic. Lovellier rugs for less money direct from Olson factory. Adv. from Extension, Sept. 1952. Appl. author: Arthur William Prussing. © 10Aug52; KK78577.

Rugs save up to 1/2. 3 million women make thrilling discovery. Appl. author: Arthur William Prussing. © 15Aug52; KK78579.

Save up to 1/2 on rugs. Free to every reader Olson Rug Magic. Adv. from Farm Journal, Sept. 1952. Appl. author: Arthur William Prussing. © 18Aug52; KK78578.

Save up to 1/2 on rugs. ... Lovely deep-textured broadlooms in new textures and embossed effects, solid colors, any size. Adv. from Messenger of the Sacred Heart, Oct. 1952. Appl. author: Arthur William Prussing. © 1Sep52; KK78576.

Save up to 1/2 on rugs; woven reversible for double the wear and luxury. Adv. from McCall's magazine, Oct. 29, 1952. Appl. author: Arthur William Prussing. © 22Aug52; KK79439.

OMAR, INC. ©.

Omar home-style bread. Net wt. 1 lb. Label. © 22Sep52; KK77721.

ONEIDA, LTD. ©.

Community creates a new pattern, White Orchid in the world's most deeply loved silverplate. Adv. from Good Housekeeping, Sept. 1952. Appl. author: Tessie M. Krause. © 20Aug52; KK79051.

Community for keeps. Lucky you when you choose Community ... (Silverware) Adv. from Good Housekeeping, Apr. 1952, p. 2 of cover. Appl. author: Tessie M. Krause. © 20Mar52; KK79053.

Community presents a new pattern White Orchid in a beautiful new chest. (Silverware) Adv. from Life, Oct. 3, 1952, p. 2 of cover. Appl. author: Tessie M. Krause. © 30Oct52; KK80212.

The festive richness of Mansion House, by Heirloom sterling. (Table silver) Adv. from Charm, Aug. 1952, p. 4 of cover. Appl. author: J. Walter Thompson Co. © 22Jul52; KK77795.

Good taste today. Is it polite to take seconds? 1881 Rogers. (Silverplate) Adv. from Life, May 12, 1952, p. 51. Appl. author: J. Walter Thompson Co. © 9May52; KK77013.

Good taste today. Tea for two or two hundred? 1881 Rogers. (Silverplate) Adv. from Life, June 2, 1952, p. 36. Appl. author: J. Walter Thompson Co. © 30May52; KK77011.

Good taste today. When is dessert silver put on the table? 1881 Rogers. (Silverplate) Adv. from Life, June 23, 1952, p. 74. Appl. author: J. Walter Thompson Co. © 20Jun52; KK77012.

New, the most beautiful buy in silverware today. Enchantment. Adv. from Life, Oct. 27, 1952, p. 47. Appl. author: J. Walter Thompson Co. © 24Oct52; KK79257.

The perfect setting for you, the new Enchantment. (Silverplate) Adv. from Life, Sept. 29, 1952, p. 46. Appl. author: J. Walter Thompson Co. © 26Sep52; KK79258.

The perfect setting for you, the new Enchantment. (Silverplate) Adv. from Life, Nov. 3, 1952, p. 4. Appl. author: J. Walter Thompson Co. © 1Nov52; KK80035.

She's in love, and she'll love Community for Christmas. (Plated silverware) Adv. from Good Housekeeping, Dec. 1952, p. 5. Appl. author: Tessie M. Krause. © 20Nov52; KK80504.

Shining young beauty, this is Lasting Spring in Heirloom sterling. (Table silver) Adv. from Mademoiselle, Sept. 1952, p. 4 of cover. Appl. author: J. Walter Thompson Co. © 1Sep52; KK77804.

This is distinguished, graceful Damask Rose in Heirloom sterling. (Table silver) Adv. from Glamour, Sept. 1952, p. 4 of cover. Appl. author: J. Walter Thompson Co. © 1Sep52; KK77796.

Yours to live with, yours to love. Community. (Silverware) Adv. from Household magazine, Nov. 1950, p. 3 of cover. Appl. author: Tessie M. Krause. © 20Oct50; KK80570.

ORBAN (KURT) COMPANY, INC. ©.

Now you can save as much as 80 o/o fuel, 75 o/o water, 50 o/o materials, 50 o/o labor with the Carousel fully automatic laundry unit

counter flow. (Laundry equipment) Folder. Appl. authors: James L. Griffith & Mack Leblond. © 10Oct52; KK79464.

ORCHARD, THOMAS P.

Consult your 1952 I. A. S. aeronautical engineering catalog for complete information on Airborne's ... KK78154. SEE Airborne Accessories Corporation.

OREGON SAW CHAIN CORPORATION ©.

Which is the most efficient chain saw? Oregon. (Power saw chain) Adv. from the Lumberman, Mar. 1952, p. 206. Appl. author: William Winter. © 7Mar52; KK75936.

ORKIN EXTERMINATING COMPANY, INC. ©.

Stop drywood termite damage with Orkin. Surety-bonded drywood termite control. (Exterminating service) Folder. © 5Mar52 (in notice: 1951); KK75558.

ORMONT, David, Allan Mann & Eldon Coverdell, d.b.a. Maison Peri and/or Peri Perfumes. SEE Peri Perfumes.

ORMONT (JAMES) COMPANY.

The prelude to romance. (Cosmetics) Label. © James Ormont, d.b.a. James Ormont Co.; 2Jun52; KK75854.

JRR (ROBERT) AND ASSOCIATES, INC.

Give yourself a coffee-break and get what coffee gives to you. SEE Pan-American Coffee Bureau.

Mothers can relax, too when children read Dell comics. KK79144. SEE Dell Publishing Company, inc.

OSBORN MANUFACTURING COMPANY.

Get on the brand wagon ... Beat the bugaboo of red tape, buy automatically. Osborn. (Industrial brushes) Poster. Appl. author: Richard Robert Schultz. © The Osborn Manufacturing Co.; 1May52; KK75085.

OSHKOSH B'GOSH, INC. ©.

Oshkosh B'gosh Hobos. Made of new tomahawk twill. (Children's waistband overalls) Label. © 1Sep52; KK77609.

OSSOLA (J.) COMPANY.

Pasta Fazool. Torino brand macaroni & beans in a tangy sauce. Net wt. 1 lb. 4 oz. Label. © J. Ossola Co., a. k. a. J. Ossola Co., inc.; 1Aug52; KK76438.

OSTER (JOHN) MANUFACTURING COMPANY ©.

Always busy. You bet. This shop is fully Oster equipped. (Electric clipper-vibrator and dryer) Adv. from the Master barber and beautician magazine, July 1952, p. 2 of cover. Appl. author: Fred Alexander. © 20Jul52; KK76734.

The bridal gift that's right for the start. Saves work. Saves time. Saves money. (Food mixer) Adv. from the Bride's magazine, Autumn 1952, p. 190. Appl. author: Spencer Hill. © 15Jul52; KK76737.

Gayelord Hauser, world famous food authority, says: Add to her joy, gift the bride with an Osterizer. (Food mixer) Adv. from Philadelphia bulletin, June 10, 1952, p. 51. Appl. author: Spencer Hill. © 10Jun52; KK76740.

Gayelord Hauser, world famous food authority, says: The bridal gift that's right for the start. (Food mixer) Adv. from the Philadelphia bulletin, June 3, 1952, p. 55. Appl. author: Spencer Hill. © 3Jun52; KK76739.

OSTER (JOHN) MANUFACTURING COMPANY ©.
Cont'd.

Leading jewelers say here's the gift with built-in sales appeal. The Osterizer. (Food mixer) Adv. from Jewelers' circular-keystone, June 1952, p. 54. Appl. author: Spencer Hill. © 10Jun52; KK76733.

Look what you can do with the Osterizer. (Food mixer) Adv. from What's new in home economics, Nov. 1952, p. 53. Appl. author: Spencer Hill. © 1Nov52; KK78897.

Look what you can do with an Osterizer, the original liquefier-blender. New food delights in endless variety are easy to prepare with the Osterizer. (Food mixer) Adv. from Woman's home companion, Nov. 1952, p. 139. Appl. author: Spencer Hill. © 1Nov52; KK79631.

More profit with Oster. (Electrical appliances) Adv. from Electrical merchandising, Oct. 1952, p. 50. Appl. author: Spencer Hill. © 15Sep52; KK78293.

Multiply your cutting power. You'll do better with Oster Progenic. (Electric clipper) Adv. from the Master barber and beautician magazine, June 1952, p. 2 of cover. Appl. author: Fred Alexander. © 20Jun52; KK76730.

Only the original liquefier-blender, the Osterizer can bring you the full benefits of modern meal-making. (Food mixer) Adv. from House beautiful, Oct. 1952, p. 231. Appl. author: Earl Swanson. © 20Sep52; KK78200.

Oster gives you the greatest combination of selling features in any liquefier-blender. (Food mixer) Adv. from Housewares review, Sept. 1952, p. 26-27. Appl. author: Earl Swanson. © 25Aug52; KK78206.

Oster gives you the greatest combination of selling features in any liquefier-blender. (Food mixer) Adv. from Retailing daily, Sept. 4, 1952, p. 29. Appl. author: Spencer Hill. © 4Sep52; KK78205.

Oster sales zooming. Get your share of the profits from this fast-moving line. (Electric appliances) Adv. from Housewares review, June 1952, p. 57. Appl. author: Spencer Hill. © 25May52; KK76732.

Power. Never has there been a clipper with as much positive power as the Oster. (Electric clipper) Adv. from the Journeyman barber hairdresser, cosmetologist and proprietor, June 1952, p. 2 of cover. Appl. author: Spencer Hill. © 1Jun52; KK76736.

Save work, save time, save money with these Oster appliances. (Electrical appliances) Adv. from Good housekeeping, Oct. 1952, p. 215. Appl. author: Spencer Hill. © 20Sep52; KK78201.

Something borrowed, something blue and this for something new. Osterizer. (Food mixer) Adv. from the Bride's magazine, winter 1952, p. 171. Appl. author: Spencer Hill. © 20Aug52; KK78202.

Stim-u-lax. The busiest shop in town. (Electric vibrator) Adv. from the Master barber and beautician, June 1952, p. 3 of cover. Appl. author: Fred Alexander. © 20Jun52; KK76731.

Teach new, easier, faster meal-making methods with the Osterizer. (Food mixer) Adv. from What's new in home economics, Sept. 1952, p. 125. Appl. author: Fred Alexander. © 25Aug52; KK78207.

What you need is a good massage. You can have it every day right in your own home. Only an Oster delivers Swedish-type massage movements to your finger tips. Adv. from Esquire, Sept. 1952, p. 127. Appl. author: Spencer Hill. © 8Aug52; KK76738.

You'll be happy too, with the big profits from Oster electric clippers. Adv. from Hardware age, June 12, 1952, p. 174. Appl. author: Spencer Hill. © 12Jun52; KK76735.

OTIS, ARTHUR F.

Here's what to do if your car or truck smokes too much ... KK75930. SEE Sealed Power Corporation.

Let me tip you off about how to save oil, save gas, and restore engine power. SEE Sealed Power Corporation.

Let's talk about how to make your engine save oil, save gas, and last longer. KK77984. SEE Sealed Power Corporation.

OVERHEAD DOOR CORPORATION ©.

Blue ribbon performance, always. The Overhead Door. Adv. from American builder, Aug. 1952, p. 3 of cover. Appl. author: Applegate Advertising Agency. © 1Aug52; KK76670.

Blue ribbon performance, always. The Overhead Door. Adv. from the Magazine of building (House & home ed.), Aug. 1952, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 1Aug52; KK78610.

First to create a sectional, upward-acting garage door. The Overhead Door, 1921. Adv. from American builder, Oct. 1952, p. 3 of cover. Appl. author: Applegate Advertising Agency. © 1Oct52; KK78612.

First to create a sectional, upward-acting garage door. The Overhead Door, 1921. Adv. from the Magazine of building (House & home ed.), Oct. 1952, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 1Oct52; KK78611.

First to develop inclined tracks and hinges of graduated height for weathertight closure, the Miracle Wedge - 1921. The Overhead Door. Adv. from American builder, Nov. 1952, p. 3 of cover. Appl. author: Applegate Advertising Agency. © 1Nov52; KK79685.

First to develop inclined tracks and hinges of graduated height for weathertight closure, the Miracle Wedge - 1921. (Overhead door) From House & home, Nov. 1952, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 1Nov52; KK80073.

First to use a torsion-type spring counterbalance on a sectional wood door - 1926. Blue ribbon performance requires perfect counterbalance. Overhead Door. Adv. from American builder, Dec. 1952, p. 3 of cover. Appl. author: Applegate Advertising Agency. © 1Dec52; KK80398.

First to use a torsion-type spring counterbalance on a sectional wood door, 1926. Overhead Door. (Garage doors, etc.) Adv. from House and home, Dec. 1952, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 1Dec52; KK80652.

Only Overhead Door Corporation and its manufacturing divisions make Overhead Door. Adv. from American builder, July 1952, p. 3 of cover. Appl. author: Applegate Advertising Agency. © 1Jul52; KK75243.

Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. Adv. from the Magazine of building (House & home ed.), Jan. 1952, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 1Jan52; (in notice; 1951); KK78604.

Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. Adv. from the Magazine of building (House & home ed.), Feb. 1952, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 1Feb52; KK78613.

Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. Adv. from the Magazine of building (House & home ed.), Mar. 1952, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 1Mar52; KK78605.

Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. Adv. from the Magazine of building (House & home ed.), Apr. 1952, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 1Apr52; KK78606.

Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. Adv. from the Magazine of building (House & home ed.), May 1952, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 1May52; KK78607.

Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. Adv. from the Magazine of building (House & home ed.), June 1952, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 1Jun52; KK78608.

Only Overhead Door Corporation and its manufacturing divisions make the Overhead Door. Adv. from the Magazine of building (House & home ed.), July 1952, p. 4 of cover. Appl. author: Applegate Advertising Agency. © 1Jul52; KK78609.

31 years of experience produce a lot of firsts. Overhead Door. (Garage doors, etc.) Adv. from American builder, Sept. 1952, p. 3 of cover. Appl. author: Applegate Advertising Agency. © 1Sep52; KK77480.

OWENS-ILLINOIS GLASS COMPANY. LIBBEY GLASS DIVISION ©.

Everybody's entertaining Pacific-style, with Basket Weave. Hostess sets by Libbey Glass. Adv. from House & garden, Sept. 1952, p. 30. Appl. author: J. Walter Thompson Co. © 23Aug52; KK77510.

4 cheerful chillers. On the terrace, televiewing, or just plain talking, these entertaining glasses will add a party-touch ... Hostess sets by Libbey Glass. Adv. from House & garden, May 1952, p. 58. Appl. author: J. Walter Thompson Co. © 23Apr52; KK74972.

Imaginative informals by Libbey glass. (Table stemware) Adv. from House beautiful, Sept. 1952, p. 137. Appl. author: J. Walter Thompson Co. © 20Aug52; KK77010.

New Curio Hostess sets by Libbey glass. (Glass tumblers) Adv. from Life, Nov. 3, 1952, p. 19. © 1Nov52; KK80036.

New imaginative informals. Designs that create the mood for today's informal table settings. Libbey glass. Adv. from Living for young homemakers, June 1952, p. 14. Appl. author: J. Walter Thompson Co. © 20May52; KK77509.

Pick your party partner. Lively, versatile designs, sparkling company at every occasion ... (Glasses) Adv. from House beautiful, Oct. 1952, p. 170. Appl. author: J. Walter Thompson Co. © 20Sep52; KK79259.

Tall stemmed American Beauties. (Glass tumblers) Adv. from House & garden, Nov. 1952, p. 26. Appl. author: J. Walter Thompson Co. © 23Oct52; KK80037.

P

PABST BREWING COMPANY ©

Cleaners hail amazing new protein digester. Exzyme. (Spot remover) Adv. from the Guide, July 1952, p. 17. Appl. author: Warwick & Legler, inc. © 15Jul52; KK80614.

For a red, white and Blue Ribbon 4th, what'll you have? Good food tastes better with Pabst Blue Ribbon. Satisfy your thirst for better beer. Adv. from Life, June 30, 1952, p. 30-31. Appl. author: Warwick & Legler, inc. © 30Jun52; KK76673.

For labor saving meals what'll you have? Pabst Blue Ribbon. (Beer) Adv. from Life, Aug. 25, 1952, p. 111. Appl. author: Warwick & Legler, inc. © 22Aug52; KK78145.

For reliability textile finishers realize it pays to desize with Exsize-T. (Cleaning agent) Adv. from Textile bulletin, Nov. 1952, p. 83. Appl. author: Warwick & Legler, inc. © 20Nov52; KK80612.

For safety it's wise to desize with Exsize-T. (Liquid concentrate) Adv. from American dyestuff reporter, June 9, 1952, p. 50. Appl. author: Warwick & Legler, inc. © 9Jun52; KK78144.

For speed textile finishers advise desize with Exsize-T. (Liquid concentrate) Adv. from American dyestuff reporter, Sept. 1, 1952, p. 34. Appl. author: Warwick & Legler, inc. © 1Sep52; KK78143.

For your backyard barbecues what'll you have? Pabst Blue Ribbon. (Beer) Adv. from Times herald, Rutland, Vt., Aug. 7, 1952, p. 12. Appl. author: Warwick & Legler, inc. © 7Aug52; KK78141.

For your party time snacks what'll you have? Pabst Blue Ribbon. (Beer) Adv. from Daily herald, Rutland, Vt., Aug. 21, 1952, p. 18. Appl. author: Warwick & Legler, inc. © 21Aug52; KK78142.

For your quick fix supper what'll you have? Pabst Blue Ribbon. (Beer) Adv. from Times herald, Rutland, Vt., Aug. 14, 1952, p. 12. Appl. author: Warwick & Legler, inc. © 14Aug52; KK78140.

Free, try this amazing new protein digester at our expense. Exzyme. (Spot remover) Adv. from Cleaning & laundry world, Sept. 1952, p. 109. Appl. author: Warwick & Legler, inc. © 10Sep52; KK80613.

Get in on the profit picnic. Pabst Blue Ribbon beer. Join 30,000 retailers for record summer sales ... Adv. from Chain store age, July, 1952, p. 80. Appl. author: Warwick & Legler, inc. © 30Jun52; KK79347.

Leading textile mills recommend Exsize-T for all desizing problems. Adv. from the Textile engineer, Sept. 1952, p. 8. Appl. author: Warwick & Legler, inc. © 20Aug52; KK79997.

No disagreeable odor; keeps plants pleasant smelling when you use Exzyme brand protein digester.

Adv. from the Guide, May 1952, p. 8. Appl. author: Warwick & Legler, inc. © 15May52; KK76815.

No disagreeable odor; keeps spotters nose happy when you use Exzyme brand protein digester. Adv. from the Guide, Apr. 1952, p. 12. Appl. author: Warwick & Legler, inc. © 15Apr52; KK76814.

Now, make your reservations for the A B C at Chicago in the Coliseum. Pabst Blue Ribbon beer. Adv. from 300 magazine for bowlers, May 1952, p. 7. Appl. author: Warwick & Legler, inc. © 10May52; KK79541.

A salute to the farmers of Wisconsin. Pabst. (Beer) Adv. from Milwaukee journal, Aug. 17, 1952, p. 11. Appl. author: Warwick & Legler, inc. © 17Aug52; KK76853.

What'll you have? Drink Pabst Blue Ribbon, satisfy your thirst for better beer. (Beach picnic scene) Adv. from Life, July 21, 1952, p. 48. Appl. author: Warwick & Legler, inc. © 21Jul52; KK76674.

What'll you have? Drink Pabst Blue Ribbon, satisfy your thirst for better beer. (Dresden doll) Adv. from Life, Sept. 8, 1952, p. 93. Appl. author: Warwick & Legler, inc. © 5Sep52; KK78146.

What'll you have? Drink Pabst Blue Ribbon, satisfy your thirst for better beer. (Edam cheese) Adv. from Life, Sept. 22, 1952, p. 103. Appl. author: Warwick & Legler, inc. © 19Sep52; KK78147.

What'll you have? Drink Pabst Blue Ribbon satisfy your thirst for better beer. (Ice with hors d'oeuvres) Adv. from Look, Nov. 4, 1952, p. 93. Appl. author: Warwick & Legler, inc. © 21Oct52; KK80615.

What'll you have? Drink Pabst Blue Ribbon, satisfy your thirst for better beer. (Sailing scene) Adv. from Life, Aug. 11, 1952, p. 57. Appl. author: Warwick & Legler, inc. © 11Aug52; KK76675.

What'll you have? Drink Pabst Blue Ribbon, satisfy your thirst for better beer. (Swimming pool and beach ball scene) Adv. from Life, June 9, 1952, p. 46. Appl. author: Warwick & Legler, inc. © 9Jun52; KK76676.

What'll you have? Pabst Blue Ribbon beer. (Beach scene) Poster. (Its cDesign no. 563) Appl. author: Warwick & Legler, inc. © 25Jun52; KK79640.

What'll you have? Pabst Blue Ribbon beer. (Bottle caps) Poster. (Its cDesign no. 523) Appl. author: Warwick & Legler, inc. © 25Feb52; KK79777.

What'll you have? Pabst Blue Ribbon beer. (Bottle caps under glass) Poster. (Its cDesign no. 531) Appl. author: Warwick & Legler, inc. © 25Mar52; KK79455.

What'll you have? Pabst Blue Ribbon beer. (Floating ice) Poster. (Its cDesign no. 573) Appl. author: Warwick & Legler, inc. © 25Jul52; KK79641.

What'll you have? Pabst Blue Ribbon beer. (French fried potatoes) Poster. (Its cDesign no. 591) Appl. author: Warwick & Legler, inc. © 25Sep52; KK78861.

What'll you have? Pabst Blue Ribbon beer. (Hot dogs) Poster. (Its cDesign no. 553) Appl. author: Warwick & Legler, inc. © 25May52; KK79776.

What'll you have? Pabst Blue Ribbon beer. (Sandwich design) Poster. (Its cDesign no. 581) Appl. author: Warwick & Legler, inc. © 25Aug52; KK79483.

What'll you have? Pabst Blue Ribbon beer. (Skywriting) Poster. (Its cDesign no. 543) Appl. author: Warwick & Legler, inc. © 25Apr52; KK79639.

You'll economize when you desize with Exsize-T. (Cleaning agent) Adv. from Textile bulletin, May, 1952, p. 95. Appl. author: Warwick & Legler, inc. © 20May52; KK80611.

PACHASA, E. T. Aeronca Chief 13" span. KK76286. SEE Cleveland Model and Supply Company.

18" cspan: Piper Cub. KK76285. SEE Cleveland Model and Supply Company.

Luscombe Silvalre 18" cspan: KK76284. SEE Cleveland Model and Supply Company.

PACIFIC Finance Corporation. SEE Pacific Finance Loans.

PACIFIC FINANCE LOANS.

All-in-1-loan. Pool all your installments and past-due bills into 1 loan with just 1 monthly payment that fits your paycheck. Adv. from Progress bulletin. © Pacific Finance Loans (wholly owned subsidiary of Pacific Finance Corp.); 8Sep52; KK79441.

Cash fast for fall. What's your problem - school clothes, home repairs ... Adv. from the Progress bulletin. © Pacific Finance Loans (wholly owned subsidiary of Pacific Finance Corp.); 12Sep52; KK79443.

Cash to start the school year right. Loans up to \$1250 or more for clothes, books tuition and other extra school expenses. Adv. from the Progress bulletin. © Pacific Finance Loans (wholly owned subsidiary of Pacific Finance Corp.); 15Sep52; KK79444.

Christmas handy-pad for gift shopping list, list of gifts received ... (Loans) Folder. © Pacific Finance Loans (wholly owned subsidiary of Pacific Finance Corp.) & Pacific Finance Corp.; 24Nov52; KK79835.

Don't marry for money we'll loan it to you. Cash in a hurry when you need it. Blotter. © Pacific Finance Loans (wholly owned subsidiary of Pacific Finance Corp.) & Pacific Finance Corp.; 10Nov52; KK79836.

School starts soon! Check clothes, school supplies, other fall expenses. Get extra cash you need from Pacific Finance. Sheet. © Pacific Finance Loans (wholly owned subsidiary of Pacific Finance Corp.); 1Sep52; KK79440.

Where's the money coming from? (Loans) Folder. © Pacific Finance Loans (wholly owned subsidiary of Pacific Finance Corp.) & Pacific Finance Corp.; 1Nov52; KK78957.

Wipe out those pesky small bills today. All-in-1-loan. Pool all your installments and past-due bills into one loan ... Adv. from the Progress-bulletin. © Pacific Finance Loans (wholly owned subsidiary of Pacific Finance Corp.); 10Sep52; KK79442.

Worried about money for October bills? Call friendly, reliable Pacific Finance Loans for cash fast.

PACIFIC FINANCE LOANS. Cont'd.

Folder. © Pacific Finance Loans (wholly owned subsidiary of Pacific Finance Corp.) & Pacific Finance Corp.; 10Oct52; KK78630.

PACIFIC WAXED PAPER COMPANY ©.

Old fashioned corn bread. [Head of colored child] (Bread wrappers) Label. © 17Jul52; KK76775.

PACIFIC WIRE WORKS COMPANY ©.

Pacific Wire-grams. (Wire products. Folder. Appl. author: George Gustav Altnow. Oct. 1952. © 7Oct52; KK79496. Dec. 1952. © 12Dec52; KK80621.

PACKAGE MASTERS, INC. ©.

Dolls of many nations. Shirt Pax. (Shirt packaging unit) Card. Appl. author: Jerome Jablon.

1. German girl. © 15Oct52; KK79309.

2. Irish boy & colleen. © 15Oct52; KK79312.

3. Swedish girl & boy. © 15Oct52; KK79316.

4. Girl of Spain. © 15Oct52; KK79310.

5. English lassie. © 15Oct52; KK79308.

6. Scotch lassie. © 15Oct52; KK79315.

7. Mexican girl. © 15Oct52; KK79314.

8. Dutch girl. © 15Oct52; KK79307.

9. Italian girl. © 15Oct52; KK79313.

10. Hawaiian girl. © 15Oct52; KK79311.

Shirt Pax. Thanks for your patronage ... (Christmas design; head of Santa Claus. Shirt Packaging unit) Card. Appl. author: Jerome Jablon. © 15Oct52; KK79319.

Shirt Pax. Thanks for your patronage ... (Christmas design. Shirt packaging unit) Card. Appl. author: Jerome Jablon. © 15Oct52; KK79317.

Shirt Pax. Thanks for your patronage ... (Christmas design; tree. Shirt packaging unit) Card. Appl. author: Jerome Jablon. © 15Oct52; KK79318.

Shirt Pax. Thanks for your patronage ... Season's greetings. (Shirt packaging unit) Card. Appl. author: Jerome Jablon. © 15Oct52; KK79320.

PADDENBURG, JOHN.

Hall introduces a new hospital bed, the Sani-Pan comfort bed ... KK77020. SEE Hall (Frank A.) and Sons.

PADDOCK OF TEXAS ©.

Build now for 6 weeks of summer swimming. A Seablue pool. Adv. from Dallas times herald, July 20, 1952, p. 12. Appl. author: R. J. Burke. © 20Jul52; KK75969.

PAGANO (M.) AND SONS.

Sweetheart brand watermelons. A honey of a melon. Label. © Tony, Morris & Salvatore Pagano, d.b.a. M. Pagano & Sons; 18Sep52; KK78318.

PAGANO, Morris, Tony and Salvatore Pagano, d.b.a. M. Pagano and Sons. SEE Pagano (M.) and Sons.

PAGANO, Salvatore, Tony and Morris Pagano, d.b.a. M. Pagano and Sons. SEE Pagano (M.) and Sons.

PAGANO, Tony, Morris and Salvatore Pagano, d.b.a. M. Pagano and Sons. SEE Pagano (M.) and Sons.

PALMLOOM COMPANY.

The loom that fits in the palm of your hand. Palmloom. Economical home rug maker. Folder. © John B. Scheel & Nicholas T. Scheel, d.b.a. The Palmloom Co.; 8Nov52; KK80579.

PALOMINO SPORTSWEAR COMPANY ©.

Spot-Pruf the miracle fabric finish. (Men's sport jackets and shirts) Label. Appl. author: Robert Guidi. © 2Dec52; KK80079.

PAN-AMERICAN COFFEE BUREAU ©.

Give yourself a coffee-break and get what coffee gives to you. Bob Elliott and Larry Jansen of the New York Giants. Adv. from Life, Aug. 4, 1952, p. 72. Appl. author: Robert W. Orr & Associates, inc. © 31Jul52; KK77430.

Give yourself a coffee-break and get what coffee gives to you. Coffee starts your day right so get its gentle stimulation at lunchtime too. Adv. from Life, May 5, 1952, p. 10. Appl. author: Robert W. Orr & Associates, inc. © 1May52; KK77431.

Give yourself a coffee-break and get what coffee gives to you. Remember how good you felt after that cheerful cup of morning coffee? Adv. from Life, June 2, 1952, p. 108. Appl. author: Robert W. Orr & Associates, inc. © 29May52; KK77432.

Give yourself a coffee-break and get what coffee gives to you. Start your work-days with a cheerful cup of coffee. Adv. from Life, July 7, 1952, p. 34. Appl. author: Robert W. Orr & Associates, inc. © 3Jul52; KK77429.

PAN DANDY PIE AND CAKE COMPANY ©.

Frosty frozen pie. Apple. 23 ounces. Label. Appl. author: Raymond Wolt. © 19Sep52; KK78637.

PANELLIT, INC. ©.

Panellit, Panascan cand; Panalarm. (Instrument and control panels) Adv. from Instruments, Aug. 1952, p. 3 of cover. Appl. author: Albert F. Sperry. © 15Aug52; KK78056.

PANKO, HARRY, Jr.

Anasco x-ray film time-temperature developing chart for use with Liguadol developer. KK76293. SEE General Aniline and Film Corporation.

PAPER MATE PEN COMPANY ©.

Guaranteed not to leak. Paper-Mate pens. Poster. Appl. author: Herbert Hirst Ringold. © 28Jul52; KK78801.

PARAGON ELECTRIC COMPANY ©.

Look what Paragon de-frost-it offers to boost Christmas sales. (De-froster) Adv. from Electrical merchandising, Oct. 1952, p. 106. Appl. author: Gene Soldatos. © 15Sep52; KK78294.

Paragon de-frost-it your brand name for profitable Christmas promotion. (Defroster) Adv. from Retailing daily. Appl. author: Gene Soldatos. © 6Oct52; KK78295.

Paragon time switches. Adv. from Contractors' electrical equipment, Sept. 1952, p. 13. Appl. author: Gene Soldatos. © 15Sep52; KK78203.

Paragon time switches; install them in poultry houses and get two profits. Adv. from Electrical

wholesaling, Sept. 1952, p. 174. Appl. author: Gene Soldatos. © 10Sep52; KK79736.

Top seller in the nation's top stores. Paragon De-frost-it makes every refrigerator self-defrosting. Adv. from Housewares review, Sept. 1952, p. 134. Appl. author: Gene Soldatos. © 25Aug52; KK78204.

You make extra money selling Paragon poultry time switches. Adv. from American hatchery news, Oct. 1952, p. 15. Appl. author: Gene Soldatos. © 10Oct52; KK78199.

PARAGON NEEDLECRAFT ©.

Your home's a stage for beautiful Paragon needlecraft. Adv. from McCall needlework magazine, fall-winter, 1952-53, p. 3 of cover. Appl. author: Martin J. Rothman. © 23Jul52; KK76764.

PARAGON OIL COMPANY, INC. ©.

To the man who buys fuel oil. Paragon oil. Folder. Appl. author: John J. McCartney. © 29Sep52; KK78036.

PARAMOUNT PUBLISHING COMPANY.

Ye olde shell game. (Tax computation book) Sheet. © Paramount Pub. Co., a partnership composed of John C. Bennett, Harold J. Caldwell & Frank A. Law; 15Oct52; KK79260.

PARANSKY, LOUIS.

Serta. Custom built headboards. KK79910. SEE Forbes Serta Products.

PARAVOX, INC. ©.

Facts about Paravox Transi-tone hearing aids. Sheet. Appl. author: Fred J. Wonders. © 1Dec52; KK80011.

PARFUMS CARON.

L'art du parfum Caron. KK78836. SEE Caron Corporation. Toute la gaieté et le charme de Paris. KK80072. SEE Caron Corporation.

PARK, ROBERT ©.

Col-R-Corn, fancy popping quality. Popping corn. Net wt. 10 oz. Label. © 15Mar52; KK76388. Serve Col-r-corn. Popcorn splashed with color. (Four-way point of sale card) Counter display. © 15Sep52; KK78111.

PARK, SUNSHINE ELIZABETH.

Control of poultry diseases. KK79080. SEE American Cyanamid Company. Lederle Laboratories Division.

PARKE, Norman M., d.b.a. Parke Company. SEE Parke Company.

PARKE COMPANY.

Instructions for table model lawn billiards. (Game) Sheet. © Norman M. Parke, d.b.a. Parke Co.; 1Jun52; KK75372.

PARKER, CHARLES.

Little Buckaroo, by Imperial. KK77675. SEE Imperial Knife Company, inc.

PARKER, D. H. ©.

Par-Kure ointment. Label. © 20May52; KK76297.

PARKER, FRED B.

The Roylyn grapevine. KK78446. SEE Roylyn, inc.

PARKER, I. C. ©.

Dairy cone. 5 fluid ozs. (Frozen milk confection) Label. © 15May52; KK75754.

Texas cone. 5 fluid ozs. (Frozen milk confection) Label.
© 15May52; KK75761.

PARKER, RALPH A.

The exquisite becomes practical with Shugor. KK76921. SEE Taylor (Thomas) and Sons.

Investigate Dawhide impregnated fabric laces - better than rawhide. KK79971. SEE Taylor (Thomas) and Sons.

Style unlimited, with Shugor to adjust the fitting, there is no limit to pert pattern ... KK75390. SEE Taylor (Thomas) and Sons.

We manufacture narrow elastic and non-elastic braid and webbing of nylon, dynel, orlon ... KK76004. SEE Taylor (Thomas) and Sons.

PARKER BROTHERS, INC. ©.

Across the continent. (Game) Label. Appl. author: Parker Brothers, Inc., employer for hire. © 3Jun52; KK78494.

PARKER-HERBEX CORPORATION ©.

Herbex to help your hair. How to treat dandruff and abused hair due to home permanents ... Sheet. Appl. author: Sydney S. Gilbert. © 7Aug52; KK76440.

PARKER PEN COMPANY.

Built to hold a golden drop of ink. (Fountain pen) Adv. from Geyer's topics, Oct. 1952, p. 133. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 25Sep52; KK78793.

Few other things you choose can make a dollar yield so much. Parker "51" [fountain] pen. Adv. from the Saturday evening post, Aug. 9, 1952, p. 2 of cover. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 6Aug52; KK77141.

In no other pen, such smart design, so many exclusive features. Parker "51." (Fountain pen) Adv. from the Denver post, Aug. 12, 1952, p. 5. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 12Aug52; KK77145.

In no other pen, such smart design, so many exclusive features. New Parker 51 pen. (Fountain pen) Adv. from the Saturday evening post, July 12, 1952, p. 2 of cover. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 9Jul52; KK75409.

More Parker pens, more prices to choose from than ever before. (Fountain pen) Adv. from the Saturday evening post, Oct. 4, 1952, p. 2 of cover. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 10Oct52; KK78792.

New Parker pens, new Parker prices. (Fountain pen) Adv. from Post exchange, Sept. 1952, p. 2. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 2Sep52; KK77934.

New pens, new prices, by world famous Parker. (Fountain pens) Adv. from Chicago daily tribune, Aug. 26, 1952, p. 21, part 1. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 26Aug52; KK77144.

New pens, new prices, by world famous Parker. (Fountain pens) Adv. from Life, Aug. 25, 1952, p. 46-47. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 22Aug52; KK77142.

New pens, new prices, by world famous Parker. (Fountain pens) Adv. from the Saturday evening post, Aug. 23, 1952, p. 8-9. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 20Aug52; KK77146.

Now at leading pen dealers' throughout the Denver area. Parker pen name for the perfect gift. (Fountain pen) Adv. from the Denver post, May 13, 1952, p. 6. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 13May52; KK75136.

Now, from the makers of Parker 51 the world's most wanted pen, 3 brand-new Parker 21 pens. (Fountain pen) Adv. from Senior scholastic, Sept. 17, 1952, p. 2 of cover. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 17Sep52; KK77933.

Pen profiles: He was just a small-town telegraphy teacher ... (Fountain pen) Adv. from the Jewelers' circular-keystone, July 1952, p. 44. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 1Jul52; KK75111.

Pen profiles: how to wring hard cash from a "soft market." Parker. (Fountain pen) Adv. from Modern stationer, Aug. 15, 1952, p. 4. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 15Aug52; KK77143.

Special offer to prove there's no finer pen under \$10.00. 10 days' free trial. New Parker 21. (Fountain pen) Adv. from Green Bay press-gazette, Green Bay, Wis., May 14, 1952, p. 7. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 14May52; KK75135.

Spend only what you wish, you can still give a Parker. For everyone on your gift list ... (Fountain pens) Adv. from the Saturday evening post, Nov. 1, 1952, p. 2 of cover. Appl. author: J. Walter Thompson Co. © 29Oct52; KK79125.

Trust this gift to say all that you mean, new Parker 51 pen. (Fountain pen) Adv. from Life, June 9, 1952, p. 102. Appl. author: J. Walter Thompson Co. © The Parker Pen Co.; 6Jun52; KK75354.

Why give something less? This year you can afford a Parker. Check your list again ... (Fountain pens) Adv. from Life, Oct. 27, 1952, p. 137. Appl. author: J. Walter Thompson Co. © 24Oct52; KK79127.

PARRISH, Donald F., Jesse S. Belond, Ruth M. Belond and Robert W. Hedman, a partnership, d.b.a. Southern California Muffler Co. SEE Southern California Muffler Company.

PASKOV-PERKINS PRODUCTS ©.

Copit, the conquering cleaner. Works without work on your kitchen copper. (Brass, copper, bronze cleaning compound) Adv. from the Hartford times, May 19, 1952, p. 17. Appl. author: Lynn Perkins. © 19May52; KK75514.

PASSANTE, IRVIN J.

Rollo color by Luxor. KK78039. SEE Luxor Lighting Products, Inc.

PATENT SCAFFOLDING COMPANY, INC.

Controlling costs when maintenance goes above arm's reach. (Scaffolds) Pamphlet. (Bull. G205) Appl. author: Oscar H. Junggren. © The Patent Scaffolding Co., Inc.; 29Aug52; KK77521.

Here it is, Fold-A-Way scaffold. Sheet. (Bull. ASF-1.) Appl. author: Oscar H. Junggren. © The Patent Scaffolding Co., Inc.; 1Aug52; KK75804.

PATTERSON, HERBERT OWEN.

The secret of soft healthy-looking hair is deep cleansing. KK78366. SEE Shontex Company.

Shontex deep cleansing is secret of hair beauty. KK78365. SEE Shontex Company.

Shontex gives benefits of deep cleansing hot oil treatments without heart. KK78368. SEE Shontex Company.

PATTON, JAMES.

Orton plantation. KK78422. SEE Murals, Inc.

PATTON, WARD H.

Cream style Del Maiz golden sweet corn. KK78549. SEE Green Giant Company.

Le Sueur brand. KK78548. SEE Green Giant Company.

Niblets brand. KK78547. SEE Green Giant Company.

Niblets brand Mexicorn. KK78550. SEE Green Giant Company.

Trellis brand early peas. KK78546. SEE Green Giant Company.

PAULSON (W. J.) COMPANY.

Scotty MacFrugal. Mark 2043. (Newspaper advertisements) Sheets. © William Joel Paulson, d.b.a. the W. J. Paulson Co.; 18Sep52; KK78810.

PEAK PRODUCTS MANUFACTURING COMPANY ©.

Hot-Rod equipment, chromed carburetors, distributors, shock absorbers. (Original equipment reconditioned) Sheet. Appl. author: Herman J. Gold. © 1Jun52; KK75907.

Peak brand carburetors, motor meter tested. Pamphlet. (Catalog no. PC-52) Appl. author: Herman J. Gold. © 13May52; KK75908.

Peak brand reconditioned distributors. (Shock absorbers, original equipment units, reconditioned) Sheet. (Catalog PD-52) Appl. author: Herman J. Gold. © 1Jun52; KK75906.

PEANUT SPECIALTY COMPANY ©.

Peanut Maid Poker Chips. Candy coated chocolates. Net weight 1 1/2 oz. Label. Appl. author: John Lavez-zorio. © 12Nov52; KK80431.

PEDIC LABORATORY.

It's new, it's foolproof. Copi-Pad appliances. (Foot appliances) Sheet. © Pedic Laboratory, owner Erwin S. Lederman; 2Jul52; KK75540.

PELTON'S SPUDNUTS, INC. ©.

Another Spudnut pastry variety, But-tens & Bows. Adv. from Salt Lake tribune, Sept. 29, 1952, p. 9. Appl. author: Bill A. Skaggs. © 29Sep52; KK80134.

But I keep telling you Spudnuts taste better. America's finest food confections. Adv. from Salt Lake tribune, Nov. 24, 1952, p. 26. Appl. author: Bill A. Skaggs. © 24Nov52; KK80133.

Congratulations, it's a dozen Spud-nuts. America's finest food confections. Adv. from Salt Lake tribune, Sept. 22, 1952, p. 24. Appl. author: Bill A. Skaggs. © 22Sep52; KK80135.

Don't miss this house, they're giving trick or treat Spudnuts. America's finest food confections.

FELTON'S SPUDNUTS, INC. ©.

Cont'd.

Adv. from Salt Lake tribune, Oct. 27, 1952, p. 24. Appl. author: Bill A. Skaggs. © 27Oct52; KK80140.

Even spelled backwards they're good; Spudnuts America's finest food confections. Adv. from Salt Lake tribune, Nov. 3, 1952, p. 36. Appl. author: Bill A. Skaggs. © 3Nov52; KK80130.

Everybody goes for Spudnuts. America's finest food confection. Adv. from Saturday evening post, May 17, 1952, p. 163. Appl. author: Bill A. Skaggs. © 17May52; KK76699.

He hasn't vetoed since we gave him that bag of Spudnuts. America's finest food confections. Adv. from Salt Lake deseret news & telegram, Sept. 8, 1952, p. A-5. Appl. author: Bill A. Skaggs. © 8Sep52; KK80136.

He planted a Spudnut last spring. America's finest food confections. Adv. from Salt Lake deseret news & telegram, Sept. 17, 1952, p. F-7. Appl. author: Bill A. Skaggs. © 17Sep52; KK80139.

He spends his whole allowance on Spudnuts. (Food product) Adv. from Salt Lake tribune, Nov. 10, 1952, p. 25. Appl. author: Bill A. Skaggs. © 10Nov52; KK80131.

I just traded my girl for a dozen Spudnuts. America's finest food confections. Adv. from Salt Lake deseret news & telegram, Oct. 13, 1952, p. F-5. Appl. author: Bill A. Skaggs. © 13Oct52; KK80137.

I tell ya he's throwing those light, fluffy Spudnuts. America's finest food confections. Adv. from Salt Lake deseret news & telegram, Oct. 6, 1952, p. F-5. Appl. author: Bill A. Skaggs. © 6Oct52; KK80138.

Just what your summer tummy ordered. Fluffy, golden Spudnuts and rich, mellow Spudnut freeze. (Food product) Adv. from Collier's, June 21, 1952, p. 58. Appl. author: Bill A. Skaggs. © 21Jun52; KK76696.

Just what your summer tummy ordered. Fluffy, golden Spudnuts and rich, mellow Spudnut freeze. (Food product) Adv. from Saturday evening post, July 19, 1952, p. 85. Appl. author: Bill A. Skaggs. © 19Jul52; KK76697.

Serve Spudnuts for party fun. (Food product) Adv. from the Saturday evening post, Oct. 25, 1952, p. 83. Appl. author: Bill A. Skaggs. © 25Oct52; KK80141.

Take home a dozen Spudnuts for a holiday treat. America's finest food confections. Adv. from Salt Lake deseret news & telegram, Nov. 17, 1952. Appl. author: Bill A. Skaggs. © 17Nov52; KK80132.

When "Two-Gun" comes home, give him Spudnuts. (Food product) Adv. from Colliers, Apr. 19, 1952, p. 38. Appl. author: Bill A. Skaggs. © 19Apr52; KK76698.

PEMCO CORPORATION ©.

We spent 92 hours today solving your ceramic and glass color problems. Pemco. Adv. from Glass industry, Oct. 1952, p. 533. Appl. author: Brindley-Roth, Inc. © 20Oct51; KK77897.

PENICK AND FORD, LTD., INC. ©.

In the heart of the maple sugar country Vermont Maid is a favorite. (Syrup) Adv. from Ladies' home journal, Sept. 1952, p. 4 of cover. Appl. author: J. Walter Thompson Co. © 25Aug52; KK77793.

New ideas for prize winning puddings and pies. My-T-Fine. (Pie fillings) Folder. © 25Aug52; KK76944.

PENN METAL CORPORATION OF PENNSYLVANIA ©.

Penco adjustable, interchangeable steel shelving. The flexible storeroom. 19 p. © 30Oct52; KK79008.

PENNINGTON, FRED W.

Kentanium, new heat-resistant Titanium alloy resists thermal shock ... KK79297. SEE Kennameter, Incorporated.

PENNSYLVANIA PULVERIZING COMPANY ©.

Look what Pennsylvania pulverizing service can do for you. (Industrial silica) Adv. from Ceramic industry, Oct. 1952, p. 33. © 10Oct52; KK78241.

PENNSYLVANIA SALT MANUFACTURING COMPANY ©.

Lewis Eagle lye, reliable uniform, improved flake, high test. Net wt. 13 oz. Label. Appl. author: Paul C. Hurley, Jr. © 10Oct52; KK79572.

Lewis lye, reliable, uniform, improved flake, high test. Net wt. 13 oz. Label. Appl. author: Paul C. Hurley, Jr. © 7Oct52; KK79571.

Pennaclean acid cleanser and milkstone remover. Label. Appl. author: Paul C. Hurley, Jr. © 28Apr52; KK76161.

PEP BOYS, MANNY, MOE AND JACK OF CALIFORNIA.

Jubilee sale, celebrating 20 years of service to the motoring public. Specials for Wednesday thru Saturday. (Auto supplies) Adv. from Los Angeles herald & express, May 7, 1952. © The Pep Boys, Manny, Moe & Jack of California; 7May52; KK76389.

Jubilee sale, 20th anniversary, greatest values in our history. (Auto parts & supplies, hardware, tools). Adv. from Los Angeles herald & express, May 21, 1952, p. 10. © The Pep Boys, Manny, Moe & Jack of California; 21May52; KK75597.

Special holiday values for Monday thru Thursday. (Auto parts & supplies, hardware) Adv. © The Pep Boys, Manny, Moe & Jack of Calif.; 29Jun52; KK75044.

Special money-saving values for Monday thru Wednesday. Smooth rolling, easy cutting lawn mowers. (Auto parts & supplies, hardware) Adv. © The Pep Boys, Manny, Moe & Jack of California; 19May52; KK75598.

Special money-saving values for Wednesday thru Saturday. (Auto parts, supplies, tools, hardware ...) Adv. from the Mirror, Los Angeles, June 18, 1952, p. 62. © The Pep Boys, Manny, Moe & Jack of California; 18Jun52; KK75519.

Special money-saving values for Wednesday thru Saturday. (Tools, hardware, radios, auto parts & supplies) Adv. © The Pep Boys, Manny, Moe & Jack of Calif.; 25Jun52; KK75042.

Summer vacation sale. Specials for Monday thru Wednesday. (Auto parts & supplies, tools, hardware & toys) Adv. © The Pep Boys, Manny, Moe & Jack of Calif.; 15Jun52; KK75352.

PEPPERELL MANUFACTURING COMPANY ©.

New, improved. No other fitted sheet like it. Lady Pepperell smug fit sheet. Adv. from Good housekeeping. Appl. author: Benton & Bowles, Inc. © 18Jul52; KK76321.

No matter how you toss and turn, Lady Pepperell's new wonder snug fit sheet stays put. Adv. from Today's woman, Sept. 1952, p. 19. Appl. author: Benton & Bowles, Inc. © 20Aug52; KK77825.

PERI PERFUMES.

Importers of rare perfumes; Peri. Folder. Appl. author: Eldon Coverdell. © Allan Mann, David Ormont & Eldon Coverdell, d.b.a. Maison Peri and/or Peri Perfumes; 9Jul52; KK76831.

PERKINS, JUDSON W.

How to use Rollite and Tapon cements with decorative laminates. KK76727. SEE Midcontinent Adhesive Company.

PERKINS, LYNN.

Copit, the conquering cleaner. KK75514. SEE Paskov-Perkins Products.

PERKINS PRODUCTS COMPANY ©.

No fooling, Kool-Aid is thrifty. Kids have more fun April Fool's Day when you treat 'em to Kool-Aid soft drinks. Adv. from Saturday evening post, Mar. 29, 1952, p. 134. Appl. author: Mason Warner Co. © 26Mar52; KK75371.

Refresh with Kool-Aid. (Soft drink powder) Adv. from American magazine, June 1950, p. 95. Appl. author: Mason Warner Co. © 2Jun50; KK78702.

PERLITE INSTITUTE ©.

The Perlite torch. (Plaster and concrete aggregate) Folder. Appl. author: Richard L. Davis. v. 2, no. 2. © 28Jul52; KK76860.

PERMA-STONE COMPANY ©.

The magic of Perma-Stone, the modern wall covering. Folder. Appl. author: J. E. Bateson. © 15Oct52; KK78682.

The Perma-Stone story. (Wall-facing) Folder. Appl. author: J. E. Bateson. © 15Sep52; KK77849.

Your home needs the finishing touch of charm and beauty. Perma-Stone. (Stone wall facing) Adv. from the Washington post. Appl. author: J. E. Bateson. © 1Aug52; KK77827.

PERMUTIT COMPANY.

Special offer worth dollars. Get a full year's supply of Super Soda free ... with the purchase of this famous Permutit Electro-Matic water softener. Folder. © The Permutit Co.; 10Oct52; KK80649.

Why you will enjoy Permutit soft-water in your home. (Water softening equipment) Folder. © The Permutit Co.; 4Nov52; KK80203.

PERRY, ALBERT WILLIAM ©.

Fine art greetings for banks. (Greeting cards) Sheet. (Messages GA-34 through GA-39) © 8Jul52; KK75670.

Fine art greetings, supplement 1-B. (Verses for greeting cards) Sheet. © 8Sep52; KK77177.

PERRY, LEROY.

Astrol curio catalog number 8.
KK80619. SEE Astrol Company.
Old Indian type medicinal tea.
KK80620. SEE Astrol Company.

PESSMEN, LOUIS.

Quick frozen cut-up chicken with
giblets. KK76265. SEE Keeshin
Poultry Company.

PETER JACKSON (OVERSEAS) LTD. ©.

Du Maurier, the most widely smoked
filter tip cigarette in the world.
Adv. from the New York times,
Oct. 23, 1952, p. 20. Appl. au-
thor: Anderson & Cairns, inc.
© 23Oct52; KK78633.

Du Maurier, the most widely smoked
filter tip cigarette in the world.
Adv. from the New York times, Sept.
25, 1952, p. 35. Appl. author:
Anderson & Cairns, inc. © 25Sep52;
KK78276.

The girl in the red armchair. She
smokes du Maurier ... (Cigarettes)
Adv. from Cleveland plain dealer,
Aug. 5, 1952, p. 12. Appl. author:
Colman Prentiss & Varley, inc.
© 5Aug52; KK75932.

**PETERS, V. N., d.b.a. The Peters Com-
pany.** SEE Peters Company.

PETERS COMPANY.

Protect your health with Fly-kil.
The new automatic insect vaporizer.
Folder. © V. N. Peters, d.b.a.
The Peters Co.; 1Mar52; KK75294.

PETERSEN, ARVID CARL.

New approved home planner. KK79982.
SEE Homograf Planner Corporation.

PETERSEN, MILTON ©.

Peter Pan enriched bread makes tas-
tier meals. Weight 1 1/4 lb.
[Red] Label. © 15Sep52; KK80277.

Peter Pan enriched bread makes tas-
tier meals. Weight 2 lb. [Blue]
Label. © 15Sep52; KK80279.

Peter Pan enriched bread makes tas-
tier meals; thin sliced. Weight
1 1/4 lb. [Red] Label. © 15Sep52;
KK80281.

Peter Pan half and half; wheat
bread slices [and] white bread
slices. Wt. 1 1/4 lb. Label.
© 15Sep52; KK80280.

Peter Pan honey cracked wheat bread.
Wt. 1 lb. Label. © 15Sep52;
KK80278.

PETSCH, MARGARET.

It's here, new dishwashing discovery
Tuffy, magic aid to dish washing.
KK75658. SEE S. O. S. Company.

It's new, amazing wonder-mesh Tuffy.
KK77399. SEE S. O. S. Company.

Toss out messy scrapers, dishrags,
brushes, try wonder-mesh Tuffy.
SEE S. O. S. Company.

Why mess with dirty dishrags, brushes,
mops? KK78270. SEE S. O. S.
Company.

**PFAELZER, Leonard L. SEE Pfaelzer
Brothers, inc.**

PFAELZER BROTHERS, INC. ©.

[9 Menu Clipons each illustrating
choice cuts of meats with vege-
tables] 9 sheets. Appl. author:
Leonard L. Pfaelzer. © 1Mar51;
KK76990.

PFAFF SEWING MACHINE CORPORATION ©.

Mothers. Sewing and saving is
easiest with a Pfaff. (Sewing
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woman, Apr. 1952, p. 2 of cover.
Appl. author: Bozell & Jacobs.
© 21Mar52; KK77784.

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Pfaff sales up 62 o/o. (Sewing
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merchandising, Mar. 1952, p. 222.
Appl. author: Bozell & Jacobs.
© 5Mar52; KK75728.

PFANSTIEHL CHEMICAL COMPANY ©.

Replacement needles. Pfanstiehl.
(Replacement needles for record
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KK75877.

PFENDER, F. CARL.

Carmar plant watering gauge tells
when and how to water potted
plants. KK79718. SEE Carmar Com-
pany.

Instructions for growing Carmar's
magic flower gardens ... KK79717.
SEE Carmar Company.

Wonderful news! KK79628. SEE Carmar
Company.

PFINGSTEN, AUGUST FRANK ©.

The Pfingsten ever-handy wonder tool
with a thousand and one uses.
(Hardware) Folder. © 30Oct52;
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Terramycin Elixir ... (Pharma-
ceuticals) Folder. Appl. au-
thor: William Douglas McAdams, inc.
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Antibiotic of choice: amebiasis,
shigellosis, infantile diarrheas.
Terramycin. (Pharmaceuticals)
Folder. Appl. author: William
Douglas McAdams, inc. © 3Jul52;
KK75057.

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polymyxin B sulfate for topical,
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Folder. Appl. author: William
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KK76898.

Bacitracin ointment for topical use.
(Pharmaceuticals) Card. Appl.
author: William Douglas McAdams,
inc. © 16Jul52; KK75258.

Bacitracin ophthalmic ointment, non-
sensitizing topically ... (Pharma-
ceuticals) Card. Appl. author:
William Douglas McAdams, inc.
© 16Jul52; KK75257.

Bacitracin soluble tablets. (Phar-
maceuticals) File card. Appl.
author: William Douglas McAdams,
inc. © 21Nov52; KK79803.

Bacitracin Sterile, indications and
dosage. For hospital use only ...
(Pharmaceuticals) Card. Appl.
author: William Douglas McAdams,
inc. © 16Jul52; KK75255.

Bacitracin Sterile, no sensitization
when administered locally ...
(Pharmaceuticals) Card. Appl.
author: William Douglas McAdams,
inc. © 16Jul52; KK75256.

Chart your course for dental extrac-
tion with Terramycin. (Pharmaceu-
ticals) Folder. Appl. author:
William Douglas McAdams, inc.
© 21Nov52; KK79804.

Combiotic cross-fire attack. Folder.
Appl. author: William Douglas
McAdams, inc. © 28Aug52; KK76896.

Combiotic, for synergistic
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William Douglas McAdams, inc.
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Cones for treatment of and pro-
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the oral cavity. Terramycin.
(Pharmaceuticals) Folder. Appl.
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inc. © 25Sep52; KK77860.

Cystic fibrosis of pancreas
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Card. Appl. author: William
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KK77862.

The decision is yours, Doctor.
Terramycin. (Pharmaceuticals)
Folder. Appl. author: William
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KK78917.

Dental cones for convenient dental
application. Terramycin. (Pharma-
ceuticals) Folder. Appl. author:
William Douglas McAdams, inc.
© 25Sep52; KK77863.

Dosage chart for Terramycin veteri-
nary. (Pharmaceuticals) Card.
Appl. author: William Douglas
McAdams, inc. © 21Nov52; KK79794.

Effective, successful, superior,
valuable, words of praise written
by veterinarians. Terramycin.
(Pharmaceuticals) Folder. Appl.
author: William Douglas McAdams,
inc. © 21Nov52; KK79806.

Especially for your bag. Steraject
single-dose ... (Pharmaceuticals)
Folder. Appl. author: William
Douglas McAdams, inc. © 21Nov52;
KK79800.

Exclusive Pfizer first ... Sterile,
single-dose cartridges ... Stera-
ject. (Pharmaceuticals) Folder.
Appl. author: William Douglas
McAdams, inc. © 21Nov52; KK79802.

First, a new standard of usefulness,
flexibility, and convenience in
broad-spectrum antibiotic therapy.
Terramycin tablets. (Pharmaceu-
ticals) Folder. Appl. author:
William Douglas McAdams, inc.
© 3Jul52; KK75058.

For acceptability Terramycin
tablets. (Pharmaceuticals)
Card. Appl. author: William
Douglas McAdams, inc. © 26Sep52;
KK77868.

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tablets. (Pharmaceuticals)
Card. Appl. author: William
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KK77867.

For control of oral infection.
Terramycin in dental practice.
(Pharmaceuticals) Folder. Appl.
author: William Douglas McAdams,
inc. © 16Jul52; KK75264.

For convenience, Terramycin tablets.
(Pharmaceuticals) Card. Appl.
author: William Douglas McAdams,
inc. © 25Sep52; KK77866.

For cool-cool summer profits stock up
now ... Pfizer terramycin ointment.
Sheet. Appl. author: William
Douglas McAdams, inc. © 28Aug52;
KK76899.

For dental practice. Crystalline
Terramycin amphoteric troches.
(Pharmaceutical) Folder. Appl.
author: William Douglas McAdams,
inc. © 27Oct52; KK78915.

For greater convenience in therapy,
new Terramycin vaginal tablets.
Sheet. Appl. author: William
Douglas McAdams, inc. © 21Nov52;
KK79796.

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For repeat sales and profits. New the most complete line of single-dose antibiotic disposable cartridges. Steraject disposable cartridges. (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 16Jul52; KK75254.

For the infected kidney, for the infected bladder Terramycin provides the 2 essentials ... (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 25Sep52; KK77861.

For your next case ... Terramycin. (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 26Sep52; KK77870.

From its introduction to today, Terramycin rapidly effective well-tolerated broad-spectrum therapy. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 21Nov52; KK79805.

Furuncles, abscesses, carbuncles. Acute cystitis and urethritis. Terramycin. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 16Jun52; KK75269.

Here's your T Terramycin tablets. T is for turnover. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 21Nov52; KK79801.

In bronchiectasis, Terramycin. (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 16Jun52; KK75266.

In every season throughout the year, 2 new good-tasting liquid penicillins. Liquapen. Pen-Drops. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 17Jul52; KK76077.

In mixed infections, Combiotic, for a dual, synergistic cross-fire action. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 25Sep52; KK77873.

June 21st issue of the J. A. M. A. Spectrum, a new service for the physician. (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 13Jun52; KK75272.

Memo. Dear Doctor: You can now ... (Pharmaceuticals) Sheet. Appl. author: William Douglas McAdams, inc. © 21Nov52; KK79799.

The most complete selection of sterile, single-dose disposable antibiotic cartridges; Steraject. Elotter. Appl. author: William Douglas McAdams, inc. © 28Aug52; KK76897.

New antituberculous agent for therapy of tuberculosis in selected patients. Cotinezin. (Pharmaceuticals) Blotter. Appl. author: William Douglas McAdams, inc. © 26Sep52; KK77871.

New design for clinical reliability patient acceptability in broad-spectrum antibiotic therapy. Terramycin. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 3Jul52; KK75059.

A new era in the control of oral infection. Terramycin. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 26Sep52; KK77853.

New, most convenient form for intramuscular injection. Streptomycin sulfate solution. (Pharmaceutical) Card. Appl. author: William Douglas McAdams, inc. © 27Oct52; KK78916.

New, Pfizer introduces the new anti-tuberculosis agent Cotinazin. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 13Jun52; KK75270.

New. Sales-making. Steraject just released by Pfizer. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 17Jul52; KK76075.

New. Steraject, simplest antibiotic injection procedure. Pfizer. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 17Jul52; KK76074.

New Terramycin tablets, sugar coated in the amphoteric form. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 13Jun52; KK75268.

New. The ultimate in convenience Steraject sterile, single-dose cartridges with Steraject syringe. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 26Sep52; KK77854.

Now better than ever. Crystalline Terramycin amphoteric oral suspension. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 27Oct52; KK78918.

Only, the one broad-spectrum antibiotic Terramycin tablets ... (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 3Jul52; KK75056.

Polymyxin B Sulfate. Ophthalmic ointment, specific treatment of localized ocular infections ... (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 16Jul52; KK75262.

Polymyxin B Sulfate ointment, for specific treatment of localized skin infections ... (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 16Jul52; KK75260.

Polymyxin B sulfate soluble tablets. (Pharmaceuticals) File card. Appl. author: William Douglas McAdams, inc. © 21Nov52; KK79792.

Polymyxin B Sulfate Sterile. For topical administration for incorporation ... (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 16Jul52; KK75261.

Preferred preparation for clinical reliability patient acceptability in broad-spectrum antibiotic therapy. Pfizer terramycin tablets. Folder. Appl. author: William Douglas McAdams, inc. © 28Aug52; KK76895.

Rapid response, well tolerated, wide spectrum ... Terramycin. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 21Nov52; KK79798.

Respiratory tract infections. (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 16Jun52; KK75265.

Select, inject Steraject. Single-dose, sterile ... (Pharmaceuticals) Post card. Appl. author: William Douglas McAdams, inc. © 21Nov52; KK79793.

Streptomycin, form fitted for modern therapy. Dihydrostreptomycin. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 13Jun52; KK75267.

Terramycin. A summary on infectious dermatitis. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 27Oct52; KK78920.

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Terramycin dental cones broad-spectrum antibiotic therapy for convenient dental application. Folder. Appl. author: William Douglas McAdams, inc. © 28Aug52; KK76892.

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Terramycin for periodontoclasia. (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 25Sep52; KK77865.

Terramycin for postoperative infection and postextraction socket. (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 25Sep52; KK77864.

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Terramycin oral suspension. (Pharmaceuticals) Post card. Appl. author: William Douglas McAdams, inc. © 21Nov52; KK79791.

Terramycin soluble tablets for convenient easy-to-use antibiotic therapy in dentistry. Folder. Appl. author: William Douglas McAdams, inc. © 28Aug52; KK76893.

Terramycin tablets for full availability throughout the ... (Pharmaceuticals) Card. Appl. author: William Douglas McAdams, inc. © 26Sep52; KK77869.

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Terramycin troches for effective control of oral infection. Folder. Appl. author: William Douglas McAdams, inc. © 28Aug52; KK76891.

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Therapeutic summary on the infectious diarrheas. Terramycin. (Pharmaceutical) Folder. Appl. author: William Douglas McAdams, inc. © 27Oct52; KK78921.

There is a difference. Terramycin. Folder. (7929) (Pharmaceuticals) Appl. author: William Douglas McAdams, inc. © 21Nov52; KK79788.

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Top billing for sales appeal. Pfizer. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 25Sep52; KK77859.

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Treatment made easy. A more convenient Terramycin dosage form for the treatment ... (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 25Sep52; KK77874.

- Vacationland ... (and Canada) offers 50,000,000 weary all-winter-workers a new scene. Terramycin. (Pharmaceuticals) Folder. Appl. author: William Douglas McAdams, inc. © 26Sep52; KK77855.
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- Veterinary antibiotics. Pfizer. (Blotter. Pharmaceutical) 5 cards. Appl. author: William Douglas McAdams, inc. © 27Oct52; KK78914.
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- PHILADELPHIA HYDRAULIC SHOCK ABSORBER SERVICE ©.
- Positive control shock absorbers ... Label. Appl. author: James Anthony Largay, Jr. © 4Sep52; KK76947.
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- The Old English soil tester tells how to make your lawn like a magic carpet. (Lawn seed) Folder. © The Philadelphia Seed Co., inc.; 10Mar52; KK77443.
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- A day father will never forget. (Insurance) Folder. © The Phoenix-Connecticut Group; 15Jul52; KK77519.
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- PICTSWEET FOODS, INC. ©.
- Frozen fresh asparagus cuts and tips. Pictsweet. Net wt. 10 oz. Label. © 17Jan52; KK75719.
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- Frozen fresh squash. Pictsweet foods America's premium frozen foods. Net wt. 14 oz. Label. © 15Jul52; KK76469.
- PILAF COMPANY OF CALIFORNIA.
- Pilafco, the original Bulghour Pilaf. Net wt. 1 lb. (Processed wheat) Label. © The Pilaf Co. of Calif., a partnership composed of Ara E. Astor and Marilyn Astor; 23Jun52; KK75771.
- PILLIE WILLIE SALES COMPANY.
- We, Pillie Willie, king of Pilldom, high protector of all pills ... (Medicine cabinets) Label. © Harry Lorenzen. d.b.a. Pillie Willie Sales Co.; 5Dec52; KK80461.
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- Ballard yellow layer cake mix just add water. 1 lb. 1 oz. net wt. Label. © 25Aug52; KK79165.
- Buckwheat wheat & corn mix. Net wt. 1 1/4 lbs. Pillsbury Best XXXX. Label. © 20May52; KK79162.
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- Duff's ginger bread mix. Net wt. 14 oz. Label. © 15Oct52; KK79164.
- Duff's hot roll mix. Net wt. 14 1/2 oz. Label. © 24Jul52; KK76069.
- Duff's spice cake mix. Net wt. 17 1/2 oz. Label. © 24Jul52; KK76070.
- Duff's waffle mix. Net wt. 14 oz. Label. © 1Aug52; KK79163.
- How to feed your layers, for less money, with less work; feed Pillsbury's Best Layeration. Folder. © 1Oct52; KK80222.
- It's here, the new way to cut the cost of egg production; Pillsbury's Best Layeration with Mycins. Poster. © 26Sep52; KK80225.
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PIONEER SUSPENDER COMPANY ©.

You're seeing double! New Pioneer reversible Turn a Styles. (Belt, braces, men's jewelry) Adv. from the Saturday evening post, Sept. 20, 1952, p. 170. © 20Sep52; KK77343.

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This is a When Tab ... (Give-away leaflet) Sheet. © H. E. Piper; 18Jul52; KK75419.

PIPPIN, EVERETT M.

Club Hammercraft. KK77103. SEE Club Aluminum Products Company.

How to rate tops as a hostess. KK78060. SEE Club Aluminum Products Company. Inland Glass Works Division.

Now, see what's cooking in Club Hammercraft. KK77102. SEE Club Aluminum Products Company.

Special introductory offer. KK78061. SEE Club Aluminum Products Company.

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Topcol. (Photoengraver's chemical) Label. Appl. author: Robert E. Appel. © 15Jun52; KK74941.

PITMAN (J. C.) AND SONS, INC. ©.

We couldn't write a more convincing ad for Pitco Frialators. (Deep fat fryers) Adv. from American restaurant magazine, Nov. 1951, p. 95. © 1Nov51; KK76390.

PITTMAN PRODUCTS, INC. ©.

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PITTSBURGH-DES MOINES STEEL COMPANY ©.

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Brighten up drab old rooms with young ideas. Paint right with color dynamics, paint best with Pittsburgh paints. Adv. from the Saturday evening post, Mar. 22, 1952, p. 79. Appl. author: Maxon, inc. © 19Mar52; KK80518.

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Sept. 1952. © 21Jul52; KK75806.

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Now, gloriously colorful rooms with magic speed and ease. Wallhide rubberized satin finish. Pittsburgh paints. Adv. from Household, Sept. 1952, p. 63. Appl. author: Maxon, inc. © 20Aug52; KK77912.

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Perfect painting results every time. Pittsburgh Wallhide rubberized satin finish. Adv. from American home, Nov. 1952, p. 101. Appl. author: Maxon, inc. © 25Oct52; KK80517.

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Xip-Nov retards fire, kills termites, preserves wood. Contents one gallon. (Protective coating) Label. © 11Sep52; KK77491.

PLASTIC GRAVURE, INC. ©.

Chocolate marshmallow rice cream Label. Appl. author: George B. Bickelhaupt, Jr. © 12Sep52; KK77957.

PLASTIC-TREND COMPANY.

Park-Rite original parking aid. Park the first time everytime. (Automotive specialty) Card. Appl. author: Gerald Berkman. © The Plastic-Trend Co.; 17Jun52; KK75181.

PLATT AND MUNK COMPANY, INC.

Crayon Magic. 4 books and a special crayon in this box cby: Jean Staples. (Coloring books) Label. © The Platt & Munk Co., inc.; 18Aug52; KK80575.

PLOTZ, GEORGE L.

Filtros porous ceramic media for filtration, diffusion, aeration, catalyst supports, water filtration, underdrains, air conveyor systems. KK80145. SEE Filtros, inc.

PLOTKIN BROTHERS, INC. ©.

Plotkin Bros. and Northeast Airlines fashion safari to America's greatest summer resort ... (Women's clothing) Adv. from Boston herald, June 22, 1952, p. 61. © 22Jun52; KK74965.

Plotkin Bros. salutes the internationally famous Boston Symphony Orchestra. (Women's clothing) Adv. from Boston Sunday herald, Oct. 19, 1952, p. 73. © 19Oct52; KK78865.

POGLIANO, FELIX.

There's an Eagle Claw loose hook for every fishing need. KK77848. SEE Wright and McGill Company.

POLLOCK, LAWRENCE S.

Home pac Mellorine. KK76042. SEE Pollock Paper Corporation.

POLLOCK PAPER CORPORATION ©.

American Beauty enriched bread. Wt. 16 oz. Label. © 1May52; KK75115.

Home pac Mellorine. Contents one half gallon liquid. (Frozen confection) Label. Appl. author: Lawrence S. Pollock. © 26Jun52; KK76042.

Merita enriched bread. SEE American Bakeries Company.

POOR, NATHAN HOLT.

Beautify your boudoir; make this lovely lampshade yourself. KK80630. SEE American Fabrics Company.

PORTER, CHARLES A.

Sandi ski pajamas for boys. KK75812. SEE Porter Mills, inc.

PORTER, PETE.

Glamorane, the world's finest carpet cleaner. KK75762. SEE Jerclaydon, inc.

PORTER, PRESTON W. ©.

How to get the best results from your Wee Scot water conditioner. Folder. © 14Apr52; KK78421.

PORTER MILLS, INC. ©.

Sandi ski pajamas for boys. Label. Appl. author: Charles A. Porter. © 1Aug52; KK75812.

POTTS, W. G.

Shorthorn genuine cowboy boots. KK77644. SEE Longhorn Company.

POUST (JACK) AND COMPANY, INC. ©.

No wine ever tasted so smooth. No cordial ever tasted so light. Blackberry Julep. (Alcoholic beverage) Adv. from New York world-telegram and sun, Oct. 14, 1952, p. 19. Appl. author: Alfred J. Silberstein, Bert Goldsmith, inc. © 14Oct52; KK78175.

Solution to a woman's problem. Blackberry Julep. (Alcoholic beverage) Adv. from New York world-telegram and sun, Oct. 7, 1952, p. 23. Appl. author: Alfred J. Silberstein, Bert Goldsmith, inc. © 7Oct52; KK78176.

POWELL, ALBERT E.

Catalog of Douglas fir plywood farm plans. KK79578. SEE Douglas Fir Plywood Association.

PRATT-LOW PRESERVING COMPANY ©.

Pratt-Low dietetic diet-sweet. Thompson seedless grapes. Net wt. 1 lb. avd. Label. Appl. author: Corydon Jones. © 30Jun52; KK77926.

PRECISION MACHINE COMPANY.

Model S - duplex. (Chemical feed pump) Sheet. © Clifford B. Moller, d.b.a. Precision Machine Co.; 12Sep52; KK79093.

PRECISION Products Division, International Latex Corporation. SEE International Latex Corporation. Precision Products Division.

PRELLE (F. W.) COMPANY.

Solved. One of TV's greatest problems. KK76101. SEE LaPointe-Plascomold Corp.

PRESTO PRODUCTS COMPANY ©.

Presto Roma keeps your car always fragrant; clips under dash. (Deodorizing compounds) Poster. Appl. author: Alfred H. Graenser. © 10ct41; KK76393.

PRICE, Elizabeth, t.a. Bettco. SEE Bettco.

PRICE, WAYNE.

Scientific common sense about infra-red brooding. KK78510. SEE LML Engineering and Manufacturing Corporation.

PRINCELY JEWELRY COMPANY.

For a princess by Princely. (Costume jewelry) Adv. from Jewelry, Jan. 1952, p. 46. Appl. author: Joseph Miles. © Joseph Miles, Ralph Canton & Frank Tagliaferro, d.b.a. Princely Jewelry Co.; 1Jan52; KK77080.

PRO-CAPA PRODUCTS, INC. ©

Hair Tamer for wild hair. Pro-Capa. Trains wild unruly hair to stay in place. Card. Appl. author: Michael Trapani. © 11Aug52; KK76839.

Lanolin creme hair conditioner; Pro-Capa; removes loose dandruff. 2 oz. Label. Appl. author: Michael Trapani. © 11Aug52; KK76840.

PROCTER AND GAMBLE COMPANY ©

Are these your toughest washing jobs? Cheer. (Detergent) Adv. from Detroit free press, May 4, 1952. Appl. author: Young & Rubicam, inc. © 4May52; KK76533.

Dug O Matic. (Synthetic detergent) Label. © The Procter & Gamble Co.; 14Apr52; KK75488.

Fluffo, the balanced blend shortening beats all for baking. Adv. from Democrat chronicle, Rochester, N. Y., Nov. 16, 1952, comic section. Appl. author: The Biow Co. © 16Nov52; KK80541.

Here it is ladies, from Procter & Gamble, new all-purpose Spic and Span. Cleans 114 household surfaces faster, cleaner, much easier. Adv. from Harrisburg evening news, Harrisburg, Pa., June 19, 1952, p. 11. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 19Jun52; KK75171.

It's here. It's new. Procter & Gamble's excitingly different washday suds. Cheer. Adv. from Providence Journal, May 4, 1952. Appl. author: Young & Rubicam, inc. © 4May52; KK76536.

Joy in a bottle beats anything in a box for dishwashing magic. (Liquid soap) Adv. from McCall's, Sept. 1952, p. 28. Appl. author: The Biow Co., inc. © 22Aug52; KK76677.

Joy in a bottle beats anything in a box for dishwashing magic. (Liquid soap) Adv. from Chicago Sunday Tribune, Sept. 14, 1952, p. 9. Appl. author: The Biow Co., inc. © 14Sep52; KK77468.

Joy in a bottle beats anything in a box for dishwashing magic. (Liquid soap) Adv. from McCall's, Oct. 1952. Appl. author: The Biow Co., inc. © 24Sep52; KK77679.

Joy in a bottle beats anything in a box for dishwashing magic. (Liquid soap) Adv. from McCall's, Nov. 1952, p. 24. Appl. author: The Biow Co., inc. © 22Oct52; KK78500.

Joy in a bottle beats anything in a box for dishwashing magic. (Liquid soap) Adv. from Woman's home companion, Jan. 1952, p. 7. Appl. author: The Biow Co., inc. © 19Dec52; KK80648.

Most exciting, different washday suds in 115 years. Procter & Gamble's newest. Cheer. Adv.

from Standard-times, New Bedford, Mass., Apr. 27, 1952. Appl. author: Young & Rubicam, inc. © 27Apr52; KK76537.

New dishwashing magic, Joy in a bottle beats anything in a box. (Liquid soap) Adv. from McCall's, Aug. 1952, p. 4 of cover. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 23Jul52; KK75542.

New, greatest home permanent ever. Procter & Gamble's fabulous Lilt with Naturalizer. Adv. from Sunday news, New York, July 27, 1952, p. 59. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 27Jul52; KK75689.

New, just in time for your summer home permanent. Procter & Gamble Lilt with Naturalizer. Adv. from New York Sunday news, July 13, 1952, p. 77. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 13Jul52; KK75216.

New Spic and Span cleans linoleum cleaner twice as fast as soap or newest detergents. Adv. from the Globe, Boston, Nov. 25, 1952, comic section. Appl. author: The Biow Co., inc. © 23Nov52; KK80291.

New Spic and Span cleans linoleum cleaner, twice as fast as soap or newest detergents. Adv. from Richmond times dispatch, June 22, 1952, comic section. Appl. author: The Biow Co. © The Procter & Gamble Co.; 22Jun52; KK75524.

New Spic and Span cleans linoleum cleaner twice as fast as soap or newest detergents. Adv. from Richmond times dispatch, July 6, 1952, comic section. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 6Jul52; KK75816.

New Spic and Span cleans linoleum cleaner twice as fast as soap or newest detergents. There's no hard scrubbing ... (Blue floors) Adv. from Courier express, Buffalo, Nov. 9, 1952, comic section. Appl. author: The Biow Co., inc. © Procter & Gamble (in notice: The Procter & Gamble Co.); 9Nov52; KK79826.

Newest shortening discovery; Fluffo the balanced-blend shortening beats all for all frying. Adv. from Buffalo evening news, Nov. 25, 1952, p. 3. Appl. author: The Biow Co., inc. © The Procter & Gamble Co.; 25Nov52; KK80165.

Now. These tough washing jobs are a cinch. Procter & Gamble's exciting, new Cheer. Adv. from Cleveland Plain dealer, May 18, 1952. Appl. author: Young & Rubicam, inc. © 18May52; KK76532.

Once over with new Spic and Span cleans linoleum brighter, twice as fast as soap. Adv. from Buffalo courier express, Nov. 11, 1951. Appl. author: The Biow Co., inc. © 11Nov51; KK76269.

What are your toughest washing jobs? Cheer. (Detergent) Adv. from Sunday Independent, Wilkes-Barre, Pa., Apr. 20, 1952. Appl. author: Young & Rubicam, inc. © 20Apr52; KK76534.

Wonderfully different washday suds. Procter & Gamble's newest. Cheer. Adv. from Providence Journal, May 25, 1952. Appl. author: Young & Rubicam, inc. © 25May52; KK76535.

Zest, new beauty magic. Get that Zest glow from head to toe. Adv. from Lima news, Lima, Ohio, Aug. 10, 1952. Appl. author: Benton & Bowles, inc. © 10Aug52; KK76322.

Zest, new beauty miracle. Zest leaves your skin clearer, fresher, cleaner than any beauty soap. Adv. from the Lima news, Lima, Ohio, July 31, 1952, p. 33. Appl. author: Benton & Bowles, inc. © The Procter & Gamble Co.; 31Jul52; KK75672.

PRODUCTS OF FAMOUS RESTAURANTS, INC. ©

Pride O the Sea, salad dressing. Contents: 8 fl. oz. (Sauces) Label. Appl. author: William E. Buzzee. © 2Jun52; KK75157.

PROP PRODUCTS.

Prop powder, the supplemental food to depend on. Label. © Clarence Hymer Blanchard & Jean Parrott Blanchard, d.b.a. Prop Products; 21Apr52; KK76722.

PROSPERITY COMPANY, INC. ©

Automatically performs 54 out of 60 necessary operations. Prosperity LF-5 Formatrol. (Laundry machinery) Adv. from Industrial launderer, May 1952, p. 22. Appl. author: Barlow Advertising Agency. © 15May52; KK75861.

A banner event in shirt finishing with today's star performer the new Prosperity combination body and bosom press... (Laundry machinery) Folder. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 20Sep52; KK78244.

The best brain of the washing industry is offered to you. Prosperity's exclusive Formatrol cycle timer. (Laundry equipment) Pamphlet. Appl. author: Barlow Adv. Agency. © The Prosperity Co., inc.; 20Aug52; KK77409.

Cabinet shirt sleeve press and automatic shirt folding machine. (Laundry machinery) Sheet. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 25Sep52; KK77594.

Centrifugal extractors. Low retention, time controlled, minimum maintenance. (Laundry machinery) Sheet. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 25Sep52; KK77593.

Complementary combination, builds business on service and quality. Prosperity's. (Laundry machinery) Adv. from Starchroom laundry journal, Apr. 1952, p. 7. Appl. author: Barlow Advertising Agency. © 15Apr52; KK75894.

Duo-Matic 25-pound washer. Reversing motor drive, automatic operation. (Laundry machinery) Folder. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 15Jul52; KK75685.

Here at last. Prosperity's complete sport shirt department. (Laundry machinery) Adv. from Laundry and dry cleaning, Sept. 1952, p. 4. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 15Sep52; KK79678.

Here's just the ticket you've been waiting for. Prosperity Duo-Matic 25-pound capacity washer. (Laundry machinery) Folder. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 7Nov52; KK79682.

Individual shirt finishing department. Prosperity. (Laundry machinery) Sheet. Appl. author: Barlow Advertising Agency. © 26Sep52; KK77991.

The Key shirt finishing machines. Open the way to more production and profit with Prosperity planning.

PROSPERITY COMPANY, INC. ©. Cont'd.

(Laundry machinery) Adv. from American laundry digest, July 1952, p. 52-53. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 15Jul52; KK75633.

Like today's finest cars, Prosperity air-operated cleaners' presses respond to a woman's touch. (Laundry machinery) Adv. from Cleaning and laundry world, July 1952, p. 20. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 15Jul52; KK75631.

A new concept of quick service cleaning. Prosperity 7-A cleaning unit. (Laundry machinery) Adv. from Cleaning and laundry world, May 1952, p. 69. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 1May52; KK75856.

One-operator, all-purpose wearing apparel unit. (Laundry machinery) Sheet. Appl. author: Barlow Adv. Agency. © The Prosperity Co., inc.; 21Aug52; KK77413.

One operator standard wearing apparel unit. (Laundry machinery) Sheet. Appl. author: Barlow Adv. Agency. © The Prosperity Co., inc.; 21Aug52; KK77411.

The original package unit system. Prosperity. (Laundry machinery) Sheet. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 26Sep52; KK77990.

Prosperity digest. (Laundry machinery) Pamphlet. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.

July 1952. © 1Jul52; KK75391.
Aug. 1952. © 1Aug52; KK77925.

Prosperity digest. (Laundry machinery) Pamphlet. Appl. author: Barlow Adv. Agency. © The Prosperity Co., inc.

Sept. 1952. © 2Sep52; KK77414.

Prosperity digest. (Laundry machinery) Pamphlet. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.

Oct. 1952. © 10Oct52; KK79683.
Nov. 1952. © 28Oct52; KK79684.

A service that sells. Prosperity 7-A fully automatic cleaning unit. (Laundry machinery) Folder. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 1Jul52; KK75392.

The sport shirt trend. Prosperity turns a problem into a profit. (Laundry machinery) Pamphlet. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 26Sep52; KK77898.

Star performer. Prosperity fully automatic 25-pound individual production washer. (Laundry machinery) Folder. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 10Oct52; KK79681.

Swing into higher production with Prosperity air-operated knit goods presses. (Laundry machinery) Folder. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 10Oct52; KK79679.

Today's key shirt finishing machines for faster finishing and finer quality ... Open the way to more production and profit with Prosperity planning. (Laundry machinery) Folder. Appl. author: Barlow Adv. Agency. © The Prosperity Co., inc.; 20May52; KK74971.

Why waste costly human energy? Change to Prosperity Air-Operated presses. (Laundry machinery) Adv. from Daily news record, July 7, 1952, p. 30. Appl. author: Barlow Advertising Agency. © The Prosperity Co., inc.; 7Jul52; KK75248.

PROTEXOL CORPORATION ©.

Protexol Cuprisote, acid cupric chromate. Wood preservative for positive protection against decay and insect attack. Folder. Appl. author: Carl F. Hartman. © 17Jul52; KK75444.

PRUSSING, ARTHUR WILLIAM.

In the face of price increases by other rug makers we offer thousands of yards of broadloom rugs ... KK77334. SEE Olson Rug Company.

Lovely broadloom rugs for less money than you thought possible. KK78580. SEE Olson Rug Company.

Rug magic. SEE Olson Rug Company.

Rugs save up to 1/2. KK78579. SEE Olson Rug Company.

Save up to 1/2 on rugs. SEE Olson Rug Company.

2-girl standard shirt finishing unit. (Laundry machinery) Sheet. Appl. author: Barlow Adv. Agency. © The Prosperity Co., inc.; 25Aug52; KK77412.

PUBLISHERS' AUTHORIZED BINDING SERVICE ©.

Pabs plan for publishers of scientific and technical journals. (Bookbinding) Folder. © 21May52; KK76294.

PUREX CORPORATION, LTD. ©.

Aunt Sylvia finds the villain.

Purex, the gentle bleach. Adv. from Family circle, Jan. 1952, p. 89. Appl. author: Foote, Cone & Belding. © 27Dec51; KK76672.

Trend, the only fine-quality dishwashing product consistently sold at a bargain price ... Purex, one of the nation's leading laundry bleaches. Adv. from Chain store age, Oct. 1952, p. 178. Appl. author: Foote, Cone & Belding. © 30Sep52; KK78390.

Use free coupon below; save 10 ¢ on Purex bleach. Adv. from Colorado Springs gazette telegraph, Mar. 20, 1952. Appl. author: Foote, Cone & Belding. © 20Mar52; KK76398.

Would you dare bathe your baby in your dishwashing detergent? Trend. Adv. from Dakota farmer, Oct. 18, 1952, p. 39. Appl. author: Foote, Cone & Belding. © 18Oct52; KK78711.

PURITAN COMPANY, INC. ©.

Next time you order brake fluid, be sure it's Puritan. Label. Appl. author: Puritan Co., inc., employer for hire. © 18Jun52; KK78286.

PURITY BAKERIES CORPORATION ©.

New Cook Book enriched bread made from a cook book recipe. 1 1/2 lb. Label. Appl. author: D. W. Elliott. © 20Aug52; KK79844.

PURITY BAKERIES CORPORATION. GRENNAN BAKERIES DIVISION ©.

Grennan Cook Book apricot-peach bars. Net wt. 12 oz. Label. Appl. author: L. J. Nieman. © 13Jun52; KK75744.

PYRAMID INSTRUMENT CORPORATION ©.

The only pocket-size snap-around voltmeters. Amprobe 300, 600, 1200. Catalog no. 131. Folder. Appl. author: S. J. Koch. © 15Oct52; KK78939.

Q

Q-TIPS, INC. ©.

Learn loveliness in one easy lesson with Q-Tips. (Cotton swab) Adv. from the New York times magazine, Sept. 7, 1952, p. 57. Appl. author: Lawrence C. Gumbinner Advertising Agency, inc. © 7Sep52; KK77243.

QUAKER CHINA OF SALEM, INC. ©.

Build-a-set saves you up to 50 %/o. Quaker Girl dinnerware bring new grace and beauty to your table. Poster. Appl. author: Richard E. Colvin. © 15Jan52; KK79599.

Ladies, look at this lovely petit point dinnerware. Genuine Quaker Girl ... Build-A-Set. Poster. Appl. author: Richard E. Colvin. © 15Jan52; KK79651.

Quaker girl Petit Point dinnerware. Build-a-set of this beautiful dinnerware. (Semi-vitreous dinnerware) Sheet. Appl. author: Richard E. Colvin. © 15Jan52; KK80207.

QUAKER OATS COMPANY. COAST FISHERIES DIVISION.

See what it means, to be a Fuss'n Boots cat? (Cat food) Adv. from Life, Apr. 7, 1952, p. 64. Appl. author: Lynn Baker, inc. © Coast Fisheries Division of The Quaker Oats Co.; 7Apr52; KK77079.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©.

Baked 'specially for you. Schmidt's sliced Blue Ribbon rolls. Adv. © 16May52; KK75466.

Barry Sullivan goes for Sunbeam, too. Better baked. (Baked goods) Adv. © 1May52; KK77776.

Barry Sullivan goes for Sunbeam, too. Twice the milk. (Baked goods) Adv. from Fall River, Mass., herald news, May 19, 1952, p. 26. © 19May52; KK77768.

Better baked Gorman's enriched bread. (Baked goods) Label. © 19May52; KK74969.

Big news. The greatest bread buy in town. First for flavor. First for value. Holsum Sunbeam. Adv. © 19May52; KK76239.

Cyd Charisse goes for Sunbeam, too. Better baked. (Baked goods) Adv. © 13May52; KK77777.

Cyd Charisse goes for Sunbeam, too. Twice the milk. (Baked goods) Adv. from Huntington, W. Va., advertiser, Apr. 30, 1952. © 30Apr52; KK77769.

Esther Williams likes Sunbeam, too. Better baked. (Baked goods) Adv. © 7May52; KK77772.

Everybody's spreading the good news about Blue Ribbon bread. Schmidt's Blue Ribbon bread. Adv. © 15May52; KK75447.

First for flavor. All butter bread. First for value. Twice the milk. Holsum Sunbeam. Adv. © 26May52; KK76240.

First for flavor. First for value. All butter bread plus twice the milk. Holsum Sunbeam. Adv. © 5May52; KK76242.

First for flavor. First for value. All butter bread. Twice the milk. Holsum Sunbeam. Adv. © 8May52; KK76241.

First for flavor. Here it is. New Holsum Sunbeam is better than ever. All butter bread. Twice the milk. Adv. © 12May52; KK76238.

For frankfurter lovers, for hamburger lovers, for all lovers of good eating. Enjoy Schmidt's sliced Blue Ribbon rolls. Adv. © 11Jul52; KK75443.

Fresh today. Blue Ribbon rolls baked by Schmidt's. Adv. © 13Jun52; KK75464.

From baker to grocer to you, it's good. Good when I bake it ... Schmidt's Blue Ribbon bread. Adv. © 5Jun52; KK75445.

George Murphy goes for Sunbeam too. Better baked. (Baked goods) Adv. © 21Apr52; KK76257.

George Murphy goes for Sunbeam too. Twice the milk. (Baked goods) Adv. © 28Apr52; KK76252.

Good for every occasion. Schmidt's Blue Ribbon rolls. Adv. © 26Jun52; KK75441.

Good for picnics, for barbecues, for quick lunches, for a million occasions. Schmidt's Blue Ribbon rolls. Adv. © 13Jun52; KK75442.

Gorman's enriched bread. Net wt. 1 lb. Label. © 13May52; KK79601.

Hollywood's greatest stars go for Sunbeam and you will, too, because it has twice the milk. (Baked goods) Adv. from Journal-every evening, Wilmington, Del., Apr. 14, 1952, p. 25. © 14Apr52; KK76256.

Hollywood's greatest stars go for Sunbeam and you will, too, because it's better baked. (Baked goods) Adv. from Rockford register-republic, Rockford, Ill., Apr. 15, 1952, p. 11. © 15Apr52; KK78338.

Howard Keel goes for Sunbeam, too. Better baked. (Baked goods) Adv. © 15May52; KK77771.

James Stewart goes for Sunbeam too. Better baked. (Baked goods) Adv. © 21Apr52; KK76250.

Jane Powell stars with Sunbeam. Come on in for fresh Sunbeam. (Baked goods) Poster. © 10Oct52; KK79082.

Janet Leigh goes for Sunbeam, too. (Bread) Poster. © 1Aug52; KK77027.

June Allyson goes for Sunbeam, too. Don't forget, reach for Sunbeam. (Baked goods) Poster. © 1Sep52; KK79081.

Kathryn Grayson goes for Sunbeam, too. Better baked. (Baked goods) Adv. © 29May52; KK77770.

Keefe Brasselle goes for Sunbeam, too. Twice the milk. (Baked goods) Adv. from Taunton daily gazette, Taunton, Mass., June 2, 1952, p. 5. © 2Jun52; KK77766.

Keenan wynn goes for Sunbeam too. Better baked. (Baked goods) Adv. © 8May52; KK76258.

Keenan Wynn goes for Sunbeam too. Twice the milk. (Baked goods) Adv. from News, Newport, R. I. © 1May52; KK76253.

Nancy Davis likes Sunbeam. Better baked. (Baked goods) Adv. © 15May52; KK76248.

Nancy Davis likes Sunbeam. Twice the milk. (Baked goods) Adv. from News, Wilmington, Del. © 25Apr52; KK76254.

New, milk-improved Jaeger's Butter-Nut gives you more, more, more. Jaeger's Butter-Nut bread. Adv. © 27May52; KK75460.

No picnic complete without 'em. Schmidt's sliced Blue Ribbon rolls. Adv. © 28May52; KK75462.

Put M-M-M in your meals, with Blue Ribbon bread. Schmidt's Blue Ribbon bread. Adv. © 28May52; KK75448.

Put Oh! into every occasion, with Blue Ribbon bread. Schmidt's Blue Ribbon bread. Adv. © 1May52; KK75446.

Ricardo Montalban goes for Sunbeam. Better baked. (Baked goods) Adv. © 2Jun52; KK77773.

Ricardo Montalban goes for Sunbeam. Twice the milk. (Baked goods) Adv. from Wilmington morning news, Wilmington, Del., May 23, 1952, p. 22. © 23May52; KK77764.

Robert Taylor enjoys Sunbeam bread. Poster. © 1Sep52; KK76945.

Stewart Granger loves Sunbeam too. Better baked. (Baked goods) Adv. © 14Apr52; KK76251.

Stewart Granger loves Sunbeam too. Twice the milk. (Baked goods) Adv. from Republican, Millville, N. J. © 17Apr52; KK76255.

Sunbeam stars with Kathryn Grayson. Sunbeam enriched bread. Poster. © 1Jul52; KK75572.

The taste is thrilling the town. Schmidt's Mell-O-Bran bread. Adv. © 17Jan52; KK78404.

Tasty-fresh. Schmidt's sliced Blue Ribbon rolls. Adv. © 20Jun52; KK75463.

They stay fresh l-o-n-g-e-r. Schmidt's Blue Ribbon rolls. Adv. © 10Jul52; KK75440.

Ticket to good eating, Blue Ribbon bread. Schmidt's Blue Ribbon bread. Adv. © 12Jun52; KK75449.

To the lady who says, 'all breads are the same, we say: try Jaeger's milk-improved Butter-Nut. Adv. © 5Jun52; KK75459.

\$12,000 in prizes, to the little girls who look the most like Miss Sunbeam. (Baked goods) Adv. from the Bethlehem globe-times, Bethlehem, Pa., Apr. 10, 1952. © 10Apr52; KK75942.

We invite you to try the finest rolls you ever tasted. Schmidt's sliced Blue Ribbon rolls. Adv. © 22May52; KK75465.

What a bread; Jaeger's Butter-Nut gives you the nonfat milk solids of 7 ounces of milk. Adv. © 12Jun52; KK75461.

The whole town's turning out to buy Schmidt's new Mell-O-Bran. (Baked goods) Adv. from the Sun, Baltimore, Jan. 24, 1952, p. 11. © 24Jan52; KK78403.

Yes, Debbie Reynolds goes for Sunbeam, too. Better baked. (Baked goods) Adv. © 1May52; KK77774.

Yes, Debbie Reynolds goes for Sunbeam too. Twice the milk. (Baked goods) Adv. from Chester (Pa.) times, May 19, 1952, p. 9. © 19May52; KK77765.

Yes, Jean Hagen goes for Sunbeam, too. Better baked. (Baked goods) Adv. © 3Jul52; KK77775.

Yes, Jean Hagen goes for Sunbeam, too. Twice the milk. (Baked goods) Adv. from Fall River, Mass., herald news, May 26, 1952. © 26May52; KK77767.

Yes, Vera Ellen goes for Sunbeam too. Better baked. (Baked goods) Adv. © 24Apr52; KK76249.

QUALITY IMPORTERS, INC. ©.
Attention all retailers; Welch's wine prices remain ... cSimulated Western Union telegram Adv. from Beverage retailer weekly, p. 9. Appl. author: Sander Heyman. © 25Aug52; KK76950.

Eddie Cantor helps you sell Welch's wine by the case. Adv. from Chain store age, Apr. 1952, p. 147. Appl. author: Sander Heyman. © 30Mar52; KK76871.

It's great, says Eddie Cantor, Welch's Whoopee, made with Welch's wine and vodka. Label. Appl. author: Sander Heyman. © 2Jun52; KK75493.

QUICK CHEMICAL CORPORATION ©.
Kills rats and mice. Quick-Way prepared Warfarin bait. Net contents: one pound. Label. © 22Aug52; KK78482.

Kills rats, mice. Quick-Way Warfarin concentrate. Net contents: 8 ounces. Label. © 22Aug52; KK78480.

Mouse killer. Quick-Way prepared Warfarin bait. Net contents: one-half pound. Label. © 22Aug52; KK78481.

Quick-Way controls roaches, waterbugs, ants and silverfish. Net contents: One pint liquid. (Insecticide) Label. © 23Sep52; KK78929.

R

R. AND S. CHEMICAL COMPANY, INC. ©.
The flashing smile. (Denture aid) Sheet. Appl. author: Roy Shawcross. © 1Jul52; KK77268.

RACEY (ERLE) AND ASSOCIATES.
The AWWI quality seal program is rolling. KK80287. SEE American Wood Window Institute, inc.

Every home deserves Gate City awning windows, at least in these 3 rooms. KK78559. SEE Gate City Awning Window Sales Company of Texas.

Faithful guardian against dust, wind, rain, cold. KK78560. SEE Gate City Awning Window Sales Company of Texas.

An important milepost, in wood window history. KK75087. SEE American Wood Window Institute, inc.

A little thing to look for, a big thing to find. KK78561. SEE American Wood Window Institute, inc.

Look for the AWWI seal. KK77266. SEE American Wood Window Institute, inc.

See how good wood windows can be. KK78562. SEE American Wood Window Institute, inc.

Whatever the building job it pays to sell wood window units that bear this quality seal. KK80288. SEE American Wood Window Institute, inc.

RACK ENGINEERING COMPANY ©.
Avoid rework. Increases production output immediately ... Adjustable peg Rack conveyor. Bulletin APR 330. Sheet. Appl. author: S. Saul, Jr. © 13Oct52; KK78411.

Rack hydraulic utility table. Sheet. © 28Dec51; KK77077.

RACK ENGINEERING COMPANY ©. Cont'd.

The Rack tubular heavy duty stock carriers engineered for long service. Bulletin TSC-477. Sheet. Appl. author: S. Saul, Jr. © 13Oct52; KK78410.

Tubular basic section racks. Bulletin BSR-100. Sheet. © 28Jul52; KK77076.

RADIO CRAFTSMEN, INC.

A sound approach to better listening at home. (High fidelity radio and TV equipment) 21 p. Appl. author: Deems Taylor. © The Radio Craftsmen, Inc.; 1Dec52; KK80355.

RADO MANUFACTURING COMPANY ©.

Instructions. Supreme reversible rotary sewing machine. Folder. © 6May52; KK75311.

RAINEY, CLAUDE O.

Cost control. KK79663. SEE Morrison Steel Products, Inc.

RAM MANUFACTURING CORPORATION ©.

Price list & catalog. 30 government surplus-type coats, surcoats, jackets. (Men's work outerwear) Pamphlet. Appl. author: Raphael Malagold. © 10Jun52; KK75149.

RAMSET FASTENERS, INC. ©.

For new ease, speed, utility, economy in steel and concrete fastening ... new Ramset Jobmaster. (Construction tool) Folder. Appl. author: Albert T. Goulding. © 25Jun52; KK75613.

Slicker than a whistle, the new Ramset Jobmaster. (Construction tool) Folder. Appl. author: Alfred T. Goulding. © 25Jun52; KK75614.

RAMSEY, C. C.

The last 4 years have seen sensational changes in sport fishing. KK76172. SEE Langley Corporation.

RAMSEY, WILLIAM C.

4 wheel drive trucks. KK75536. SEE American-Coleman Company.

RAMSEY CORPORATION ©.

Balance spring action, another important reason why Ramco 10-Up curbs wear. (Piston rings) Adv. from Motor west. © 1Jan51; KK74250.

Beware of oil pumping, it is a sign your car is headed for premature old age. Ramco. (Piston rings) Adv. from Collier's, Mar. 3, 1951, p. 48. © 3Mar51; KK74248.

One ring does all 3; unique Sprio-Seal's automatic adjustment action insures just-right wall contact in every cylinder. (Piston rings) Adv. from Super service station, May 1951, p. 55. © 1May51; KK74238.

Ramco piston stabilizers the extra-profit way to make customers extra-happy. Ramco 10-Up piston rings. Adv. from Chevrolet dealers news. © 1Dec50; KK74249.

2 unique Ramco principles: 2 important reasons why Ramco 10-Up curbs wear. (Piston rings) Adv. from Chilton's motor age, Apr. 1951. © 1Apr51; KK74239.

RAPINWAX PAPER COMPANY ©.

Sweetheart enriched bread. Weight 1 1/4 lbs. Label. © 3Jul52; KK78105.

RAVENGATE PRESS, INC.

Take a peek at Ravengate's new fall juveniles. Jungle jingle; Grandma; The donkey; For a penny. (Books) Folder. © The Ravengate Press, Inc.; 28Jul52; KK76791.

RAY, HARRY C.

What are these services worth, \$25, \$35, \$50? KK80210. SEE American Optical Company.

RAY OIL BURNER COMPANY ©.

Ray brûleurs a mazout. [French edition] Condensed catalog. (Oil burners) 15 p. © 30Jun52; KK77219.

RAYMOND CORPORATION.

Rider-type electric truck operates in aisles as narrow as 4 1/2 ft. Cardboard disc. © The Raymond Corp.; 10Sep52; KK79462.

RAYTHEON TELEVISION AND RADIO CORPORATION ©.

Brand new for you, the sparkling and sellable new line of Raytheon radios. Adv. from Electrical merchandising, Apr. 1952, p. 37. Appl. author: Richard Hill. © 1Apr52; KK77410.

Compare futurized Raytheon TV. (Television receivers) Adv. from the Saturday evening post, Feb. 23, 1952, p. 140. Appl. author: Ste-ware Cowan. © Raytheon Television & Radio Corp., formerly Belmont Radio; 20Feb52; KK77939.

Four ways to brighten your days; wake up to music; lighten household chores. (Radios) Adv. from Good housekeeping magazine, Apr. 1952, p. 144. Appl. author: Richard Hill. © 20Mar52; KK79754.

REACH (A. J.) WRIGHT AND DITSON ©.

Reach, Wright & Ditson; fall & winter 1952-53. (Sports equipment) 24 p. © 27Jun52; KK75055.

REACH (CHARLES DALLAS) COMPANY.

According to independent surveys, Playtex outsells all other brands of baby pants by far. SEE International Latex Corporation.

At the N.A.R.D. drug show visit Playtex booth 43 for facts on ... KK79771. SEE International Latex Corporation.

Babies are super-naturals. How Playtex helps you get your share of a billion dollar baby needs business. KK75360. SEE International Latex Corporation.

Baby, is your world all wet? KK79772. SEE International Latex Corporation.

Baby, it's a soft life. KK76743. SEE International Latex Corporation.

Baby votes the dry ticket. KK76744. SEE International Latex Corporation.

Baby, your profits are showing. KK76745. SEE International Latex Corporation.

For babies on the go; nationally advertised Playtex, fastest growing line in exchange markets. KK79769. SEE International Latex Corporation.

Here's your baby, in the good old summertime. KK76072. SEE International Latex Corporation.

Hexachlorophene indicated for prevention of diaper rash. KK75361. SEE International Latex Corporation.

Is your baby a busybody? KK77632. SEE International Latex Corporation.

Keep your baby cool, calm and protected. KK76742. SEE International Latex Corporation.

Most fitting Easter gift for baby. Give a Playtex panty wardrobe. KK75362. SEE International Latex Corporation.

Nationally advertised Playtex, the demand brand, plus powerful display makes your store headquarters for baby needs. KK79770. SEE International Latex Corporation.

Put more play in baby's day. KK79773. SEE International Latex Corporation.

Thanks to millions of mothers all over America who discovered Dryper this year ... KK80070. SEE International Latex Corporation.

This baby means super business. KK77634. SEE International Latex Corporation.

Why be irritated, baby? KK76073. SEE International Latex Corporation.

You are so right, Mr. Straus. That's what we have been telling and selling the infant's wear buyers for three years. KK75363. SEE International Latex Corporation.

REAGAN, Arthur Francis, d.b.a. Reagan Products Co. SEE Reagan Products Company.

REAGAN PRODUCTS COMPANY.

Center-Bars Mitey Meters, metal corner braces. Label. © Arthur Francis Reagan, d.b.a. Reagan Products Co.; 28Nov52; KK80017.

REARDON, MARK.

These gay holiday blooms thrive in conditioned soil. KK80604. SEE Monsanto Chemical Company.

REARDON COMPANY.

Brush on new walls over cracked plaster, with one easy, low-cost coat of Dramex. (Interior paint) Adv. from Better homes & gardens, Aug. 1952, p. 117. Appl. author: Arthur Gillespie. © The Reardon Co.; 1Aug52; KK76690.

Cracked walls like this, can look like this; one easy coat of Dramex fills cracks as it colors. (Plaster paint) Adv. from Herald American, Syracuse, N.Y., Sept. 7, 1952, p. 45. Appl. author: Art Gillespie. © The Reardon Co.; 7Sep52; KK80198.

Easy to make cracked walls look new. You can re-plaster as you paint, says Mrs. John Hadley. (Plaster paint) Adv. from Better homes & gardens, Nov. 1952, p. 231. Appl. author: Art Gillespie. © The Reardon Co.; 1Nov52; KK80199.

Great new Dramex ad campaign. (Interior paint) Adv. from American paint and oil dealer, Aug. 1952, p. 3 of cover. Appl. author: Art Gillespie. © The Reardon Co.; 1Aug52; KK76692.

How Mrs. John D. Reaver ... re-finished cracked walls without replastering. Dramex. (Interior paint) Adv. from Better homes & gardens, June 1952, p. 49. Appl. author: Arthur Gillespie. © The Reardon Co.; 1Jun52; KK76689.

Seal walls against damaging moisture. Bondex cement paint. Adv. from Better homes & gardens, July 1952, p. 27. Appl. author: Arthur Gillespie. © The Reardon Co.; 1Jul52; KK76691.

Ugly cracks disappear, walls look new, beautiful for as little as \$4.95 per room with one coat of Dramex. (Plaster paint) Adv. from Buffalo courier-express pictorial, Sept. 21, 1952, p. 33. Appl. author: Art Gillespie. © The Reardon Co.; 21Sep52; KK80200.

RECORD GUILD OF AMERICA, INC.
Children's unbreakable records.
(Phonograph records) Sheet.
© The Record Guild of America, inc.;
1Mar52; KK78737.

REDDI-WIP, INC. ©.
Clip this coupon. 10¢ off. On a
quart of your favorite chocolate
drink with this special coupon ...
Reddi-Wip. (Whipping cream) Adv.
from the Waukegan news-sun, Aug.
14, 1952, p. 19. Appl. author:
Ruthrauff & Ryan, inc. © 14Aug52;
KK79383.

How to make strawberries sing; serve
'em with Reddi-Wip. (Whipping
cream) Adv. from Family circle,
May 1, 1952, p. 75. Appl. author:
Ruthrauff & Ryan, inc. © 1May52;
KK75690.

In September I'm really going to
sell gelatin and Reddi-Wip and
here's how I'm going to do it.
(Whipping cream) Adv. from Food
topics, Sept. 15, 1952, p. 44.
Appl. author: Ruthrauff & Ryan,
inc. © 15Sep52; KK79381.

Just cake becomes just wonderful with
Reddi-wip. Real cream and improved
home-style flavor make genuine
Reddi-wip America's favorite des-
sert glamorizer. Adv. from the
Evening star, Washington, Oct. 2,
1952, p. A-14. Appl. author: Ruth-
rauff & Ryan, inc. © 20Oct52;
KK79839.

Just cake becomes just wonderful
with Reddi-Wip. (Whipping cream)
Adv. from Better living, Oct. 1,
1952, p. 72. Appl. author:
Ruthrauff & Ryan, inc. © 10Oct52;
KK79376.

Just gelatin becomes just wonderful
with Reddi-wip. Real cream and im-
proved home-style flavor make gen-
uine Reddi-wip America's favorite
glamorizer. Adv. from the Evening
star, Washington, Sept. 11, 1952,
p. A-18. Appl. author: Ruthrauff &
Ryan, inc. © 11Sep52; KK79838.

Just gelatin becomes just wonderful
with Reddi-Wip. (Whipping cream)
Adv. from Life, Sept. 15, 1952,
p. 114. Appl. author: Ruthrauff &
Ryan, inc. © 15Sep52; KK79375.

New low price Reddi-Wip. Why is a
can of Reddi-wip like a cow? An-
swer: They both give pure fresh
cream. (Whipping cream) Adv.
from New York daily news, Oct. 23,
1952, p. 73. © 23Oct52; KK80190.

Now, Reddi-wip gives you fresh,
real cream at a new low price.
(Whipping cream) Adv. from New
York daily news, Oct. 16, 1952,
p. 79. Appl. author: Ruthrauff
& Ryan, inc. © 16Oct52; KK79380.

This October cake mix and Reddi-wip
promotion means more sales and
profit for me, and here's why.
(Whipping cream) Adv. from Food
topics, Oct. 13, 1952, p. 44.
Appl. author: Ruthrauff & Ryan,
inc. © 13Oct52; KK79382.

REDINGTON, BERNICE O.
Cake flour. KK75038. SEE Fisher
Flouring Mills Company.

REDTOP BREWING COMPANY ©.
Beer drinkers name Redtop, the dry
beer by big margin. Exclusive
process of brewing does it. Adv.
from Akron beacon journal, July 30,
1952, p. 25. © 30Jul52; KK75703.

Do you feel like this or this after
you drink beer? Redtop extra dry
beer. Adv. from the Indianapolis
news, June 26, 1952, p. 19.
© 26Jun52; KK75770.

Everywhere you go, everybody loves,
every glass of Redtop. America's
first extra dry ale. Adv. from
the Columbia record, June 19, 1952,
p. 4. © 19Jun52; KK75943.

Everywhere you go, everybody loves
every glass of Redtop, America's
first extra dry ale. Adv. from
the High Point enterprise, High
Point, N. C., July 10, 1952, p. 6.
© 10Jul52; KK76178.

First time at regular prices. Famous
old Barbarossa beer. Adv. from
Cincinnati times-star, Kentucky ed.,
Oct. 24, 1952, p. 4. © The Redtop
Brewing Co.; 24Oct52; KK78622.

It's extra dry. It's mellow-light.
It's Redtop. Extra dry ale.
Adv. from the Asheville citizen,
Sept. 12, 1952, p. 29. © 12Sep52;
KK77662.

Redtop beer sales grow bigger, bigger,
bigger. Adv. from Columbus evening
dispatch, Oct. 9, 1952, p. 8.
© The Redtop Brewing Co.; 9Oct52;
KK78460.

Redtop beer sales hit all-time high
here. Adv. from the Indianapolis
news, Sept. 18, 1952, p. 41.
© The Redtop Brewing Co.; 18Sep52;
KK77680.

REED, ARTHUR D. ©.
Peoples cooperating White Star post
police card. Card. © 1Sep52;
KK78369.

REED, JOHN CHARLES ©.
See what's behind you. F.B. eye.
(Rear vision glasses) Label.
© 9Aug52; KK77078.

REED AND BARTON ©.
9 all-time-great sterling patterns
from the famous Reed & Barton
collection. (Sterling silver)
Adv. from Life, Nov. 10, 1952, p.
99. Appl. author: Hewitt, Ogilvy,
Benson & Mather. © 7Nov52;
KK79348.
Reed & Barton announces Silver Wheat,
a new sterling pattern for young
marrieds. (Silver tableware) Adv.
from Life, Oct. 6, 1952, p. 4.
Appl. author: Hewitt, Ogilvy, Ben-
son & Mather. © 30Oct52; KK78894.

REES, LESTER G.
This fabulous Satin, designed for
those who appreciate the finest ...
KK80606. SEE Styletone, inc.
We are pleased to offer you our new
and exclusive line of fabulous
satin sheets and matching pillow
cases. KK80607. SEE Styletone,
inc.

REGAL PRESCRIPTION SERVICE PLAN.
Regal Prescription Service Plan.
Purpose: A plan whereby subscrib-
ers, whose subscription fees are
not more than four ... (Medical
prescriptions) 2 sheets. © Mil-
ton E. Feldman, t.a. Regal Pre-
scription Service Plan; 1Jan52;
KK74937.

REICH, ROBERT ALFRED.
Applications of Ohio parts. KK75884.
SEE Ohio Nut and Bolt Company.
Stock parts for projection welding
... for spot welding. KK75832.
SEE Ohio Nut and Bolt Company.

REINHARDT, EVELYN S.
Looking for the perfect oil-base flat
wall enamel? KK79509. SEE Hercules
Powder Company.
Overseas with Hercules. KK79252.
SEE Hercules Powder Company.

REISS, HAROLD.
Gemextra, 35th anniversary issue.
KK74948. SEE Gemex Company.

REMGOR PRODUCTS COMPANY ©.
Cooler cub electric water cooler CB-3
and CB-3c. Specifications. Sheet.
© 15Oct52; KK79138.

REMINGTON (WM. B.) INC.
Cartridge-type agitators for paper
stock. KK75485. SEE Jones (E.
D.) and Sons Company.
That looks fine. KK75486. SEE
Jones (E. D.) and Sons Company.

REO MOTORS, INC. ©.
Diploma M. I. T. (Meritorious
Institute of Truckology) Reo.
(Trucks) Poster. Appl. author:
William Hart Adler, inc.
© 1Jun52; KK77806.

REO MOTORS, INC. LAWN MOWER DIVISION ©.
Pop's tops with his Reo. Reo De luxe
Trimalawn power mower. Adv. from
American home, May 1952, p. 3 of
cover. Appl. author: William Hart
Adler, inc. © 25Apr52; KK75104.

Sure cure for spring fever. Reo
Royale De luxe power mower. (Power
lawn mower) Adv. from Saturday
evening post, May 10, 1952, p. 159.
Appl. author: William Hart Adler,
inc. © 10May52; KK75105.

REO MOTORS, INC. TRUCK DIVISION ©.
You'll be way ahead with a Reo Gold
Comet. Put new Reo trucks with
Gold Comet power ... Adv. from the
Saturday evening post, June 21,
1952, p. 5. Appl. author: William
Hart Adler, inc. © 21Jun52;
KK79113.

REPUBLIC MOLDING CORPORATION ©.
The best that money can buy. Polly-
Flex canisters. (Food containers)
Label. Appl. author: Leo Wolf.
© 10Jan52; KK80425.
The best that money can buy. Polly-
Flex canisters. (Food containers)
Label. Appl. author: Leo Wolf.
© 16May52; KK79915.

The best that money can buy. Polly-
Flex decanters. (Food containers)
Label. Appl. author: Leo Wolf.
© 10Jan52; KK80424.

The best that money can buy. Polly-
Flex decanters. (Food containers)
Label. Appl. author: Leo Wolf.
© 16May52; KK79916.

The best that money can buy. Polly-
Flex mixing bowls. (Food contain-
ers) Label. Appl. author: Leo
Wolf. © 18Nov52; KK80171.

Cereal bowls. Republic's Polly-Flex
housewares. Sheet. Appl. author:
Leo Wolf. © 2Jul52; KK75977.

Food container set. Republic's
Polly-Flex housewares. Sheet.
Appl. author: Leo Wolf. © 2Jul52;
KK75979.

Left-over dish and cover. Republic's
Polly-Flex housewares. Sheet.
Appl. author: Leo Wolf. © 2Jul52;
KK75975.

Mixing bowls. Republic's Polly-Flex
housewares. Sheet. Appl. author:
Leo Wolf. © 2Jul52; KK75973.

Non-breakable Polly-flex houseware
products. (Food containers)
Folder. Appl. author: Leo Wolf.
© 11Aug52; KK77051.

Piette. Food containers. Republic's
Polly-Flex housewares. Sheet.
Appl. author: Leo Wolf. © 2Jul52;
KK75978.

Refrigerator butter dish and cover.
Republic's Polly-Flex housewares.
Sheet. Appl. author: Leo Wolf.
© 2Jul52; KK75976.

REPUBLIC MOLDING CORPORATION ©. Cont'd.
 A Republic Polly-flex product; Plette. (Food container) Label. Appl. author: Leo Wolf. © 22Aug52; KK77052.
 Snack bowl or salad bowl set. Republic's Polly-Flex housewares. Sheet. Appl. author: Leo Wolf. © 2Jul52; KK75974.
 Utility bowls. Republic's Polly-Flex housewares. Sheet. Appl. author: Leo Wolf. © 2Jul52; KK75972.
 Why you will wish to carry Freezettes during the coming year 1953. (Food containers) Folder. Appl. author: Leo Wolf. © 2Sep52; KK80208.
 REQUA, REGINALD C.
 Pick the winners. KK78636. SEE Michels (Peter J.) inc.
 RESEARCH CORPORATION ©.
 The inside story of Research Corporation Cottrell precipitators for the paper industry. Pamphlet. Appl. author: William A. Cather III. © 16Oct52; KK79012.
 REUTHER, C. G. SEE Reuther's Sea Food Company, inc.
 REUTHER'S SEA FOOD COMPANY, INC. ©.
 Marvelous brand. Medium shrimp. Drained wt. 5 ozs. Label. Appl. author: C. G. Reuther. © 20Oct52; KK78498.
 REVERE ELECTRIC MANUFACTURING COMPANY ©.
 1500 watt heavy duty cast aluminum floodlights. This high efficiency floodlight is of cast aluminum alloy. (Electrical supplies) Sheet. © 1Aug52; KK77785.
 REVCO, INC. ©.
 Chill Chest by Revco. The food freezer that invites comparison. Label. Appl. author: William T. Rietzke. © 15May52; KK75092.
 REVON PRODUCTS CORPORATION ©.
 Now, the fabulous flattery of candle-light captured in a face makeup. Tough-and-Glow new liquid makeup ... Adv. from Seventeen, Sept. 1952, p. 4 of cover. Appl. author: William H. Weintraub & Co., inc. © 1Sep52; KK79990.
 RHEEM MANUFACTURING COMPANY ©.
 Another leading oil company now using Rheemcote poster drums. Adv. from Purchasing, Sept. 1952, p. 287. Appl. author: Campbell-Ewald Co., inc. © 1Sep52; KK77726.
 Brand new for '52 Rheem pressure-proved automatic water heaters. Adv. from the Saturday evening post, Apr. 12, 1952, p. 109. Appl. author: Campbell-Ewald Co., inc. © 9Apr52; KK75239.
 Celanese Corporation of America sells as it ships with Rheemcote 55-gallon drums. Adv. from Purchasing, Aug. 1952, p. 117. Appl. author: Campbell-Ewald Co., inc. © 1Aug52; KK76938.
 Enjoy the benefits of soft water in your home. You can rely on Rheem. (Plumbing and heating products) Adv. from Sunset, June 1952, p. 131. Appl. author: Campbell-Ewald Co., inc. © 25May52; KK78762.
 Just as a new car is proved on a test track, every Rheem automatic water heater is pressure-proved! (Plumbing & heating products) Adv. from Better homes & gardens, Sept. 1952, p. 204. Appl. author: Campbell-Ewald Co., inc. © 22Aug52; KK78583.

Just as a new car is road-tested, every Rheem gas furnace is fire-tested. (Plumbing and heating products) Adv. from Sunset, June 1952, p. 71. Appl. author: Campbell-Ewald Co., inc. © 25May52; KK78788.
 Just as a new gun is tested on the firing range, every Rheem gas furnace is fire-tested. Adv. from Better homes and gardens, July 1952, p. 126. Appl. author: Campbell-Ewald Co., inc. © 25Jun52; KK76936.
 Just as a new plane is flight-tested, every Rheem gas furnace is fire-tested. Adv. from Better homes and gardens, Sept. 1952, p. 205. Appl. author: Campbell-Ewald Co., inc. © 22Aug52; KK77283.
 Just as a new plane is proved in a test flight, every Rheem automatic water heater is pressure-proved! (Plumbing and heating products) Adv. from Better homes & gardens, July 1952, p. 127. Appl. author: Campbell-Ewald Co., inc. © 25Jun52; KK78582.
 Rheem provides you with a generous direct-to-dealer co-op plan. (Plumbing and heating products) Adv. from Gas heat, June 1952, p. 31. Appl. author: Campbell-Ewald Co., inc. © 1Jun52; KK77851.
 Rheem quality will help sell prospects on the extra value in the homes you build. (Furnace and water heater) Adv. from American builder, Sept. 1952, p. 4. Appl. author: Campbell-Ewald Co., inc. © 1Sep52; KK77267.
 Rheem team-mates for the best in water service. Rheem water softener and Rheem water heater. Adv. from Sunset, July 1952, p. 61. Appl. author: Campbell-Ewald Co., inc. © 25Jun52; KK78271.
 Rheemcote lithographed 55-gallon drums lead the D-X package parade. Adv. from Purchasing, July 1952, p. 263. Appl. author: Campbell-Ewald Co., inc. © 1Jul52; KK76937.
 Why buy unknown equipment when everyone is sold on Rheem. (Plumbing and heating products) Adv. from American builder, July 1952, p. 4. Appl. author: Campbell-Ewald Co., inc. © 1Jul52; KK78117.
 You can rely on Rheem for solid advertising support. (Plumbing and heating products) Adv. from LP-gas, June 1952, p. 81. Appl. author: Campbell-Ewald Co., inc. © 25May52; KK77852.
 You can rely on Rheem to influence home sales, too. (Plumbing and heating products) Adv. from American builder, June 1952, p. 153. Appl. author: Campbell-Ewald Co., inc. © 1Jun52; KK78116.
 RICE, GRANTLAND.
 The all time, all stars of auto racing. KK75106. SEE Eastern Corporation.
 The all-time all-stars of baseball, as chosen by Grantland Rice ... KK75949. SEE Eastern Corporation.
 All-time all-stars of boxing as picked by Grantland Rice. KK80116. SEE Eastern Corporation.
 All-time all-stars of golf as chosen by Grantland Rice. KK76022. SEE Eastern Corporation.
 Grantland Rice picks the all-time all-stars of football. KK78557. SEE Eastern Corporation.

Grantland Rice picks the all-time all-stars of the sport of kings. KK75948. SEE Eastern Corporation.
 RICE, JOSEPH EDWARD ©.
 Order request. (Women's shirt waist) Sheet. © 1Jun52; KK75571.
 RICH PLAN CORPORATION.
 [Color photo of packages of frozen fruits and vegetables] The Rich Plan. Save money, time, work, food. (Food freezer) Sheet. (RP-262) Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 30Jul52; KK77627.
 [Color photo of pies, poultry, ham, bacon, etc.] The Rich plan. Save money, time, work, food. (Food freezer) Sheet. (RP-263) Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 30Jul52; KK77625.
 [Color photo showing various cuts from side of beef] The Rich Plan. Save money, time, work, food. (Food freezer) Sheet. (RP-261) Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 30Jul52; KK77624.
 Food for four for one year. Rich plan. (Food freezer) Sheet. (RP-279) Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 30Jul52; KK77504.
 The great Rich plan. (Cornucopia with food. Food freezers) Sheet. (RP-259) Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 30Jul52; KK77628.
 The Rich plan. (Rich plan B-15 freezer with closed door) Sheet. (RP-283) Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 11Aug52; KK77505.
 The Rich plan. (Rich plan B-15 freezer with open door) Sheet. (RP-284) Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 11Aug52; KK77506.
 The Rich plan. Save money, time, work, food. (Carrier 22' freezer with open door) Sheet. (RP-121A) Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 30Jul52; KK77500.
 The Rich plan. Save money, time, work, food. (Carrier 22' freezer with open door, stocked with food) Sheet. (RP-122A) Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 30Jul52; KK77501.
 The Rich plan. Save money, time, work, food. (Mass of frozen food) Sheet. (RP-185A) Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 30Jul52; KK77503.
 The Rich plan. Save money, time, work, food. (Rich plan home delivery truck. Food freezer) Sheet. (RP-173A) Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 30Jul52; KK77502.
 The Rich plan, a better way of living. (Food freezer) Folder. (RP-267) Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 30Jul52; KK77626.
 Typical cuts from a half of beef. The Rich plan, save money, time, work, food. (Food freezer) Sheet. (RP-260) Appl. author: Louis Charles Schoenewald. © The Rich Plan Corp.; 30Jul52; KK77623.
 RICHARDS (JOE) MARKETING COMPANY ©.
 Estrella non-fat dry milk solids, skim milk. Leche en polvo. Label. Appl. author: Joe Richards. © 1May52; KK76844.

Rich-O, concentrated lactose (azucar de leche) Non-fat dry solids. Label. Appl. author: Joe Richards. © 1May52; KK76845.

RICHARDSON, KENNETH LESLIE.
Swannee River cotton. KK77633.
SEE Richardson Company.

RICHARDSON COMPANY.
Swannee River cotton. Card. Appl. author: Kenneth Leslie Richardson. © The Richardson Co.; 15Jul52; KK77633.

RICHIE, John Paul. SEE Richie Distributing, Inc.

RICHIE DISTRIBUTING, INC. ©.
Ring-Re-Nu. Adds new life to worn piston rings. (Cylinder reconditioner compounds) Label. Appl. author: John Paul Richie. © 6Sep52; KK77444.

RICHMAN, Edwin Louis, d.b.a. Sani-Gard Services. SEE Sani-Gard Services.

RIC-WIL COMPANY.
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Chill Chest by Revco. KK75092.
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American firefighters. KK79698. SEE Marlin Toy Company.

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Daprato art bulletin. SEE Daprato Statuary Company.

RIHA, GORDON.
Baby's Care-E-All. KK77928. SEE Livingston Company.

RILCO LAMINATED PRODUCTS, INC. ©.
Construction details; type 50 barn; 40' wide. (Structural building parts) Pamphlet. © 1Nov52; KK80383.

Construction details; type 55; 40' wide utility bldg., panel covered. (Structural building parts) Sheet. © 1Nov52; KK80382.

Construction details; type 55; 36' wide utility bldg., metal covered. (Structural building parts) Sheet. © 1Nov52; KK80379.

Construction details; type 1 barn; 34' wide. (Structural building parts) Pamphlet. © 1Nov52; KK80380.

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The biggest news in 25 years for manufacturers of measuring and control devices, laboratory apparatus, and components and supplies. 8 p. © 5Sep52; KK77490.

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May we fresh-squeeze your orange juice for you? KK77924. SEE Glenco Citrus Products, Inc.
Pour yourself a glass of extra orange juice profit. KK77923. SEE Glenco Citrus Products, Inc.

RINGOLD, HERBERT HIRST.
Guaranteed not to leak. KK78801.
SEE Paper Mate Pen Company.

RIORDAN (JOHN) COMPANY.
Gifts galore in this parade of values plus this special offer for you ... KK79783. SEE Sues, Young and Brown, Inc.

RIPON KNITTING WORKS ©.
Don't miss Ripon's new spring line. Slip-on Ripons for happy feet. (Slipper socks) Adv. from Footwear news, Oct. 24, 1952, p. 11. Appl. author: The Buchen Co. © 24Oct52; KK79238.

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D-Con exclusive blend LX3-2-1. KK78178. SEE D-Con Company, Inc.
D-Con mouse-prufe; efficient, clean ready to use. KK79278. SEE D-Con Company, Inc.

D-Con warfarin concentrate with LX3-2-1. KK78177. SEE D-Con Company, Inc.

Large economy size destroy rats and mice. KK79279. SEE D-Con Company, Inc.

RITTMUELLER, EMIL H. ©.
Official treat collector. (Container for candies and confections) Label. © 15Jan52; KK75765.

RITZMA, LOUIS HAROLD.
New Ohmite type Q-1C heated clothing Rheostat. KK79148. SEE Ohmite Manufacturing Company.

Ohmite dummy antenna resistors Models D-101 and D-251. KK79150. SEE Ohmite Manufacturing Company.

Ohmite Powl-Rib resistor ... KK79147. SEE Ohmite Manufacturing Company.

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SEE ALSO Robbin Products.

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Amazing Tri-Seal 17 jewel Ruff and Tuff watch. Sheet. Appl. author: Meyer Robbin. © 6Aug52; KK78595.
Dust resistant 17 jewel Ruff & Tuff watches. Sheet. Appl. author: Meyer Robbin. © 6Aug52; KK78596.

For men only, cluster diamond rings. Sheet. Appl. author: Meyer Robbin. © 1Oct52; KK78592.

4 world famous Beacon blankets. Sheet. Appl. author: Meyer Robbin. © 11Jul52; KK78598.

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Never before sold under \$100. Rist-Mate Ruby Garnet 17 jewel watches. Sheet. Appl. author: Meyer Robbin. © 16Sep52; KK78594.

9 diamond cluster rings. 9 diamonds for the price of 7 ... Sheet. Appl. author: Meyer Robbin. © 20Oct52; KK79927.

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1/2 price special purchase sale. Diamond earrings. Sheet. Appl. author: Meyer Robbin. © 6Aug52; KK78590.

Special purchase. Precision replica of imported electro gold plated 400 day style electric anniversary clock. Sheet. Appl. author: Meyer Robbin. © 14Aug52; KK78600.

Special purchase, worth 3 times as much. Panther planter lamp. Sheet. Appl. author: Meyer Robbin. © 6Aug52; KK78603.

10 day free trial. New Rist-Mate watch an original by Vickie. (Lady's watch) Sheet. Appl. author: Meyer Robbin. © 16Sep52; KK78593.

This coupon worth \$15.00 to you during this special purchase sale! Famous Marquisa electric automatic coffeemaker. (Electric percolator, sugar, creamer, and tray) Sheet. Appl. author: Meyer Robbin. © 6Aug52; KK78599.

- ROBBIN PRODUCTS ©. Cont'd.
 2 famous Beacon blankets, not the \$15 you'd expect ... Sheet. Appl. author: Meyer Robbin. © 5Sep52; KK78597.
 2 for the price of 1. Forest fawn twin planter lamps. Sheet. Appl. author: Meyer Robbin. © 6Aug52; KK78602.
 2 for the price of 1. Servacart & stool both all steel. Sheet. Appl. author: Meyer Robbin. © 6Aug52; KK78601.
 Use it, abuse it, this watch can take it! 17 jewel Ruff & Tuff watch. (Men's watch) Sheet. Appl. author: Meyer Robbin. © 6Aug52; KK78589.
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 Fine suitings are only half the story. Robbins weaves quality fabrics for every part of the clothing industry. Adv. from Daily news record, Sept. 19, 1952, p. 22-23. Appl. author: Doyle Dane Bernbach, inc. © 19Sep52; KK77493.
 A new slant in fabrics for industry by Robbins. Adv. from the Daily news record, Oct. 27, 1952, p. 20-21. Appl. author: Doyle Dane Bernbach, inc. © 27Oct52; KK78645.
 Quality that will never melt away. Hego fabrics, long famous for use in outerwear ... Adv. from Daily news record, Nov. 13, 1952, pp. 18-19. Appl. author: Doyle Dane Bernbach, inc. © 13Nov52; KK79507.
 Ring up more sales with Robbins fabrics. Adv. from Daily news record, Sept. 25, 1952, p. 18-19. Appl. author: Doyle Dane Bernbach, inc. © 25Sep52; KK77728.
 Robbins comes up with a 4th orlon blend. (Men's clothing) Adv. from Daily news record, Sept. 30, 1952, p. 12-13. Appl. author: Doyle Dane Bernbach. © 30Sep52; KK78032.
 The trend to sportswear is picking up speed. (Fabric) Adv. from Daily news record, Oct. 8, 1952, p. 30-31. Appl. author: Doyle Dane Bernbach, inc. © 8Oct52; KK78449.
 We're focusing more than 1,000,000 pairs of eyes on this tag. This is a Robbins fabric. Adv. from Daily news record, Oct. 13, 1952, p. 30-31. Appl. author: Doyle Dane Bernbach, inc. © 13Oct52; KK78187.
- ROBERTS, EDWIN C. ©.
 Dear Bill; First, let's dispose of the gal ... Special brews, concoctions out of the witch's kettle ... (Paints, varnishes & enamels) Card. © 1Jun52; KK80377.
- ROBERTS, WILLIAM SHEPARD.
 Can Johnny learn to read? KK77660. SEE National Rural Electric Cooperative Association.
 Hi neighbor. KK78618. SEE National Rural Electric Cooperative Association.
 The light that didn't fail. KK77658. SEE National Rural Electric Cooperative Association.
 Where there's a will, there's a way to get your farm and home chores done quickly ... KK75552. SEE National Rural Electric Cooperative Association.
 Willie Wiredhand says ... SEE National Rural Electric Cooperative Association.
- ROBINSON, HOWARD P.
 Better nail chart no. 1. KK78096. SEE Goldberg Wholesale Supply Corporation.
 Nail chart no. 2; know which nail you need, check the Goldberg chart. KK79145. SEE Goldberg Wholesale Supply Corporation.
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 The know-how to prepare and eat Rev. Dr. Robinson's Al-Fal-Fa seed health food. (Alfalfa seed) Pamphlet. © 24Jul52; KK76394.
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 Crescent brand small shrimp. Drained wt. 5 oz. wet pack. Label. Appl. author: W. A. Robinson. © 23Jun52; KK76439.
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 HET acid. KK77350. SEE Hooker Electrochemical Company.
- ROBLES.
 Lovely nylon hosiery. (Checked lace design. Hosiery packagings) Label. Appl. author: Harold Robles. © Robles Transparent Products Corp., d.b.a. Robles; 2Apr52; KK76261.
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 Lovely nylon hosiery. KK76261. SEE Robles.
 Smartly fashioned nylon hosiery. KK76262. SEE Robles.
- ROBLES Transparent Products Corporation, d.b.a. Robles. SEE Robles.
- ROCKET-BURGER, INC. ©.
 Rocket-Burger ... They're out of this world. (Hamburger sandwiches) Label. Appl. author: John Charles Lassen. © 20May52; KK76071.
- ROCKWELL, NORMAN.
 Fiftieth anniversary. KK80123. SEE Ford Motor Company.
- ROGERS, HARVEY T. ©.
 Red's homemade chili. Net weight 1 lb. Label. © 25Oct52; KK79980.
- ROGERS, HERBERT ARGYLE.
 Save grain; save bags. KK75740. SEE Fulton Bag and Cotton Mills.
- ROGERS (ROY) ENTERPRISES ©.
 1953 program for profit; Roy Rogers, King of the Cowboys, Monarch of Merchandising. 19 p. Appl. author: Elliott V. Bogert. © 6Nov52; KK79157.
- ROMANO, Nicholas J., d.b.a. National Paint Center. SEE National Paint Center.
- RONRICO CORPORATION ©.
 And my first bottle of Ronrico. Remember in rum it's Ronrico. Adv. from Esquire, July 1952, p. 8. © 6Jun52; KK75121.
 File this under Z, I don't want anybody else to find it. Remember in rum it's Ronrico. Adv. from the New Yorker, June 7, 1952, p. 128. © 5Jun52; KK75120.
 Good, I was afraid it would be just another dancing girl. Remember in rum it's Ronrico. Adv. from Collier's, June 21, 1952, p. 73. © 13Jun52; KK75122.
 I filled it with Ronrico. Let's get lost. Remember. In rum it's Ronrico. Adv. from Collier's, Aug. 2, 1952, p. 61. © 25Jul52; KK76045.
- It's my wife's hobby, I keep her supplied with empty Ronrico bottles. Remember in rum it's Ronrico. Adv. from Cosmopolitan, July 1952, p. 107. © 20Jun52; KK75128.
 Must be a pretty advanced civilization they have here. Remember in rum it's Ronrico. Adv. from Life, June 30, 1952, p. 84. © 27Jun52; KK75123.
 No. No. Stop. That's Ronrico. Remember. In rum it's Ronrico. Adv. from Newsweek, July 28, 1952, p. 82. © 24Jul52; KK76047.
 Oh, I gave up abstract painting. These sell much better. Remember. In rum it's Ronrico. Adv. from Esquire, Aug. 1952, p. 6. © 9Jul52; KK76046.
 Ronrico, the 4-year-old rum. Adv. from Liquor store and dispenser, Jan. 1952, cover. © 15Jan52; KK75126.
 Ronrico's new ad campaign really covers all the markets. (Rum) Sheet. © 27May52; KK75125.
 Rum season; he's trying to keep up with the calls for Ronrico. Remember in rum it's Ronrico. Adv. from Beverage media, July 1952, p. 4. © 1Jul52; KK75127.
 S. O. S. Remember in rum it's Ronrico. Adv. from Look, July 15, 1952, p. 67. © 1Jul52; KK75124.
 Tunnel of love. Remember in rum it's Ronrico. Adv. from Time, June 16, 1952, p. 98. © 12Jun52; KK75129.
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 Coke is a natural. El Squeako. (Tuck in card. Soft drink) Card. Appl. author: Steven R. Carlin. © 13Oct52; KK78628.
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 Coke is a natural. Rootie Kazootie. (Tuck in card. Soft drink) Card. Appl. author: Steven R. Carlin. © 13Oct52; KK78625.
- ROQUEMORE, GLENN F.
 How to use Roltite and Tapon cements with decorative laminates. KK76727. SEE Midcontinent Adhesive Company.
- ROSCOE, Fowler, d.b.a. Sturdee Steel Products Company. SEE Sturdee Steel Products Company.
- ROSE, CHARLES EDSON.
 Elron, for good and gracious living. KK80012. SEE Elron Company.
- ROSE, DAVID.
 How to be a soda jerker at home. KK75634. SEE Towne Talk Company.
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 Wedgewood bulb; iris. Rose Hill brand. Label. Appl. author: Ira Edwards. © 15Aug52; KK76841.
- ROSENBLATT, Sol. SEE Rosenblatt and Kahn, inc.
- ROSENBLATT AND KAHN, INC. ©.
 Bambury exclusives, designed in Paris by Pierre Balmain. (Children's coats) Adv. from Harper's bazaar, Feb. 1952, p. 92. Appl. author: Sol Rosenblatt. © 1Feb52; KK78857.

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- ROSENSTEIN, MAX.**
Ossacryl endo prostheses and instruments technic. KK75686. SEE American Ossacryl Company.
- ROSKILLY, HAROLD W.**
Insulated piping systems for distribution of steam, oil, hot water, and process liquids. KK80625. SEE Ric-Wil Company.
- Prefabricated utilidor conduits for protection of underground utility services. KK80624. SEE Ric-Wil Company.
- ROSS, ARTHUR J.**
Wedding ring masterpieces; bridal masterpieces. KK76180. SEE Hirsch (B. F.) inc.
- ROSS, AUDREY VIRGINIA ©.**
American Leather Company. (Leathercraft supplies and tools) Folder. © 23Jun52; KK76260.
- ROSS, FRED J.**
Titralac gives quick relief from gastric grief because ... KK75988. SEE Schenley Laboratories, inc.
- ROSS, L. E.**
Insta-matic starter button. KK80595. SEE Insta-Matic Manufacturing Corporation.
- ROSS, RICHARD JOSEPH.**
Du Mont cathode-ray equipment. KK79607. SEE Du Mont (Allen B.) Laboratories, inc.
- ROSSHEIM, RICHARD.**
And now Amer-Mill fabrics woven with Totarn ... KK75913. SEE American Silk Mills, inc.
- In keeping with our almost half-century ... American Silk Mills introduces Totarn. KK75914. SEE American Silk Mills, inc.
- ROSSIN, DONALD F. ©.**
Rodex 1952 catalog. (Supplies) Folder. © 10Oct51; KK75091.
- Rossin-Dewey filing & indexing. (Rodex supplies) Sheet. © 20Oct51; KK75090.
- Sermon-builder-file-envelope. (Rodex supplies) Sheet. © 20Oct51; KK75089.
- ROTHMAN, MARTIN J.**
Your home's a stage for beautiful Paragon needlecraft. KK76764. SEE Paragon Needlecraft.
- ROUSSEAU, William Hamilton, jr., and Robert Hassel Mims, d.b.a. Mims. SEE Mims.**
- ROVIN, AD.**
Noted doctors warn: overweight is a serious threat to your life. KK75436. SEE Junex Products.
- ROX PRODUCTS COMPANY.**
Inside or outside you're always right with Rox. Rox masonry paint. Folder. Appl. author: Clark-Rickard, inc. © Henry W. Cairns, d.b.a., Rox Products Co.; 7Jul52; KK75158.
- ROY (ROSS) INC.**
After the bath, nothing compares with the lavish luxury of liquid colognes by Dana. KK77377. SEE Dana Perfumes, inc.
- Beautiful beyond belief, wear it, and then you'll know. KK77919. SEE Dana Perfumes, inc.
- Five fashionable fragrances by Dana. KK77583. SEE Dana Perfumes, inc.
- For Christmas, wouldn't you love one of these wonderful gifts by Dana. KK77582. SEE Dana Perfumes, inc.
- For the woman of great dignity a distinguishing fragrance parfum precious Platine. KK77382. SEE Dana Perfumes, inc.
- The forbidden perfume by Dana. SEE Dana Perfumes, inc.
- In her thought, these wonderful gifts by Dana. KK77375. SEE Dana Perfumes, inc.
- Nothing can compare with the lavish luxury of liquid colognes, by Dana. KK77822. SEE Dana Perfumes, inc.
- Parfum Platine by Dana. KK77379. SEE Dana Perfumes, inc.
- We'll meet you under the clock in 2052. KK77821. SEE Dana Perfumes, inc.
- ROYAL TELEVISION SUPPLY COMPANY.**
Royaltel telemasts. (Television aerial masts) Pamphlet. © Royal Television Supply Co., a copartnership consisting of Charles F. Blum & William D. Fischer; 21Aug52; KK78304.
- Royaltel telemasts design calculations. (Calculations for television aerial masts) Pamphlet. © Royal Television Supply Co., a copartnership consisting of Charles F. Blum & William D. Fischer; 21Aug52; KK78302.
- Six good reasons for buying Royaltel. Television masts. Sheet. © Royal Television Supply Co., a copartnership consisting of Charles F. Blum & William D. Fischer; 20Aug52; KK78303.
- ROYLYN, INC. ©.**
The Roylyn grapevine. Oct. 1952. (Hydraulic equipment) Appl. author: Fred B. Parker. © 10Oct52; KK78446.
- RUBINSTEIN (HELENA) INC. ©.**
Amazing new lipstick. Helena Rubinstein's Stay-Long lipstick doesn't come off on soda straws, glasses or napkins. Adv. from the Milwaukee Journal, June 22, 1952, p. 16. © 22Jun52; KK75296.
- Correction, please! Helena Rubinstein's skin exercisers. Sheet. © 21Oct52; KK79891.
- Happy birthdays with Helena Rubinstein's estrogenic hormone twins. (Cosmetics) Folder. © 16Oct52; KK79892.
- Helena Rubinstein announces special lipstick for dry lips. Adv. from the Charlotte observer, Oct. 12, 1952, p. 22-A. © 12Oct52; KK80031.
- Helena Rubinstein shows you how to keep fresh, pretty and perfect all summer long. (Cosmetics) Adv. from the Indianapolis star, June 15, 1952, p. 14. © 15Jun52; KK75297.
- Helena Rubinstein's new cosmetic lifts and tightens your contours. Adv. from the Hartford times, Sept. 25, 1952, p. 12. © 25Sep52; KK78184.
- How to lift, firm and tighten facial contours, by Helena Rubinstein. (Cosmetics) Adv. from the Charlotte observer, July 13, 1952, p. 20. © 13Jul52; KK75981.
- Millions cheer first home permanent with Take-it or Leave-it neutralizer. Adv. from the Philadelphia inquirer, Oct. 26, 1952, p. B 7. © 26Oct52; KK80032.
- New Contour-Lift Film lifts, firms and tightens facial contours. (Cosmetics) Adv. from Town & country, Sept. 1952, p. 63. © 3Sep52; KK80030.
- New deep cleanser proved 50 times more effective. (Cosmetics) Adv. from Los Angeles times, Aug. 24, 1952, p. 12. © 24Aug52; KK78789.
- Now you can lighten your hair just one shade or many shades. Helena Rubinstein's new Blonde Beauty gives you that beautiful born-blond look. (Cosmetics) Adv. from the Detroit Sunday times, Nov. 16, 1952, p. 3. © 16Nov52; KK80029.
- Which perfume type are you? Helena Rubinstein says, Take my test and find out. (Cosmetics) Adv. from Mademoiselle, Dec. 1952, p. 43. © 28Nov52; KK80670.
- Which perfume type are you? Take Helena Rubinstein's test and find out. (Cosmetics) Adv. from the Houston post, Houston Tex., Oct. 5, 1952, p. 5. © 5Oct52; KK78084.
- Which perfume type are you? Take Helena Rubinstein's test and find out. Do you really know what fragrance fits you best. Adv. from Charm, Oct. 1952, p. 6. © 19Sep52; KK79889.
- Which perfume type are you? Take the Helena Rubinstein test and find which perfume cologne is for you. (Cosmetics) Adv. from Sunday news, Dec. 7, 1952, p. 19. © 7Dec52; KK80671.
- RUBINSTEIN (HELENA) SALON ©.**
Miracle cosmetic lifts and tightens facial contours, by Helena Rubinstein. After many year of research ... Adv. from Chicago Sunday Tribune graphic magazine, Oct. 26, 1952, p. 7. © 26Oct52; KK79890.
- RUHL, FREMONT FINCH.**
Mexatop, an excellent insulating cover for ingot heads, risers of steel, grey iron or non-ferrous castings. KK75499. SEE United States Graphite Company.
- 9 reasons why Mexican ingot mold washes will increase your profits. KK75500. SEE United States Graphite Company.
- RUIZ, MIGUEL.**
Produce of U.S.A. Ballerina. KK75807. SEE Nash-De Camp Company.
- RUM AND MAPLE TOBACCO CORPORATION ©.**
Rum and Maple cigarettes. Original blend no. 97. Label. © 10Oct52; KK78278.
- Rum and Maple pipe mixture. Original blend no. 53. Label. © 10Oct52; KK78279.
- RUPPERT, JACOB ©.**
Ruppiner dark beer. Contents one full quart. Label. Appl. author: John Joseph Taylor. © 20Oct52; KK79353.
- RUPPERT, Jacob. SEE ALSO Ruppert Knickerbocker Beer and Ruppert Ale.**
- RUPPERT (JACOB) VIRGINIA, INC. ©.**
Best way to buy the best beer there is. Brewery fresh Ruppert in tall quarts - a home economy size. Adv. from Virginia pilot, Norfolk, Va., Dec. 10, 1952, p. 18. Appl. author: The Blow Co., inc. © 10Dec52; KK80626.

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Cont'd.
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- Drink your beer brewery-fresh. Ruppert. Adv. from the Portsmouth star, Aug. 28, 1952, p. 30. Appl. author: The Biow Co., inc. © 28Aug52; KK77099.
- Drink your beer brewery-fresh. Ruppert. Adv. from the Portsmouth star, July 23, 1952, p. 15. Appl. author: The Biow Co., inc. © 23Jul52; KK76039.
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- Yes, Virginians are getting the idea fast. Beer tastes best when it's brewery-fresh. Ruppert. Adv. from the Portsmouth star, Oct. 9, 1952, p. 35. Appl. author: The Biow Co., inc. © 9Oct52; KK78328.
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- Lovely Mary Alice Gray, Miss Press Photographer of 1952, says: Enjoy the frosty-dry beer that's always less filling. New York's famous Knickerbocker beer. Adv. from Amsterdam news, Nov. 29, 1952, p. 16. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 29Nov52; KK80161.
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- New frosty-dry, less filling beer brings more pleasure. Ruppert Knickerbocker beer. Adv. from New York world telegram, July 11, 1952, p. 26. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 11Jul52; KK75705.
- The talk of the town. New York's famous Knickerbocker beer. Adv. from Springfield daily news, Springfield, Mass., Nov. 7, 1952, p. 38. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 7Nov52; KK80163.
- The talk of the town; New York's famous Knickerbocker beer. Ruppert. Adv. from the New York journal American, Aug. 13, 1952, p. 23. Appl. author: Biow Co., inc. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 13Aug52; KK77036.
- Thanks, folks, for the friendliest welcome a beer ever had. Knickerbocker beer. Adv. from the Rochester courier, Apr. 3, 1952, p. 6. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 3Apr52; KK76112.
- Vermont votes a mighty "yes" for this new less "filling" beer. Ruppert Knickerbocker. Adv. from the Burlington free press, Aug. 28, 1952, p. 16. Appl. author: Biow Co., inc. © Ruppert Knickerbocker Beer and Ruppert Ale, Jacob Ruppert; 28Aug52; KK77039.
- You can't sell it if you haven't got it. Knickerbocker beer. Adv. from Beverage retailer weekly, Sept. 1, 1952, p. 3. Appl. author: The Biow Co., inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 1Sep52; KK77264.
- You can't sell it if you haven't got it. Knickerbocker beer. Adv. from Grocer-graphic, Sept. 9, 1952, p. 10. Appl. author: The Biow Company, inc. © Ruppert Knickerbocker Beer & Ruppert Ale, Jacob Ruppert; 9Sep52; KK77261.
- RUSSELL, JOSEPH A.
Police uniforms and equipment. KK77643. SEE Russell Uniform Company.
- RUSSELL, RONALD MURGATROYD.
Special [Space for adv. encircled by red line] KK76998. SEE Ash Signs.
- RUSSELL-MILLER MILLING COMPANY ©.
Occident photo-method for bread and rolls. Why Occident enriched all-purpose flour always gives you fine family baking. 30 p. © 24Sep52; KK79266.
- RUSSELL UNIFORM COMPANY ©.
Police uniforms and equipment. Circular no. 68. Folder. Appl. author: Joseph A. Russell. © 18Sep52; KK77643.
- RUSSEMARK GREETINGS.
Publishing price mark code. Sheet. © Wynne Kaufman, d.b.a. Russmark Greetings; 16Sep52; KK80112.
- RUTHRAUFF AND RYAN, INC.
America's leading hotels turn to Goodall fabrics. KK80319. SEE Goodall Fabrics, inc.
- Better see Motorola radio ... SEE Motorola, inc.
- Better see Motorola TV ... SEE Motorola, inc.
- Burl Goodall's famous plastic again the choice of Douglas for chrome dinettes. KK79827. SEE Goodall Fabrics, inc.
- Clip this coupon. KK79383. SEE Reddi-Wip, inc.
- Everywhere you go, you see Goodall Fabrics. KK80059. SEE Goodall Fabrics, inc.
- The famous Goodall label known the world over for quality. KK79602. SEE Goodall Fabrics, inc.
- Fashion elect Goodall Paca-Point tweed-in-fleece colors. KK77368. SEE Goodall Fabrics, inc.
- Field day for decorators. KK75693. SEE Goodall Fabrics, inc.
- First in America! KK77218. SEE Goodall Fabrics, inc.
- Forsythia, new Goodall inspiration for unlined draperies. KK80061. SEE Goodall Fabrics, inc.
- Goodall fabrics are the choice of leading hotels and clubs for longer wear, richer beauty, low-cost maintenance. KK78101. SEE Goodall Fabrics, inc.
- Goodall Fabrics is proud of its long association with century-old Rock Island Railroad. KK78255. SEE Goodall Fabrics, inc.
- Goodall helps sell your furniture faster. SEE Goodall Fabrics, inc.
- Goodall helps sell your furniture faster these 4 ways. KK78791. SEE Goodall Fabrics, inc.
- Goodall Keimoor, new rice grain fleece for women who love luxury. KK77712. SEE Goodall Fabrics, inc.
- Goodall leads the fashion with polished Velamona fabric for your most elegant coat. KK78100. SEE Goodall Fabrics, inc.

Goodall-Sanford, inc. wins research day award. KK79180. SEE Goodall Fabrics, inc.

Goodall Seamloc "Sampson" in 22 colors. KK77319. SEE Goodall Fabrics, inc.

Goodall's new plastic Facette, choice of Berkshire House for dinettes featured at the market. KK80318. SEE Goodall Fabrics, inc.

Happy to be aboard ... KK75509. SEE Brown-Forman Distillers Corporation.

Here's how Jackson Memorial Hospital economizes the modern way. KK79171. SEE Goodall Fabrics, inc.

Here's how to prove to her that your shop stands for quality. Goodall. KK77346. SEE Goodall Fabrics, inc.

How to be a success at selling more coats. SEE Goodall Fabrics, inc.

How to make strawberries sing; serve 'em with Reddi-Wip. KK75690. SEE Reddi-Wip, inc.

Important news, only in Goodall Seamloc carpet. KK77318. SEE Goodall Fabrics, inc.

In September I'm really going to sell gelatin and Reddi-Wip and here's how I'm going to do it. KK79381. SEE Reddi-Wip, inc.

Just cake becomes just wonderful with Reddi-Wip. SEE Reddi-Wip, inc.

Just gelatin becomes just wonderful with Reddi-Wip. SEE Reddi-Wip, inc.

Kemmar chooses Goodall. KK76504. SEE Goodall Fabrics, inc.

Known everywhere as America's guest whisky. KK79377. SEE Brown-Forman Distillers Corporation.

Last chance to win royalties from 44 Texas oil wells. KK75510. SEE Dr. Pepper Company.

Leading companies use Goodall blended-to-perform casement curtains. KK78028. SEE Goodall Fabrics, inc.

A lift, for life. SEE Dr. Pepper Company.

Make his favorite slow cooked dishes the speedy Presto way. SEE National Pressure Cooker Company.

Motorola, first to mass-produce complete home radios with Placir. KK79369. SEE Motorola, inc.

My dad's got 2 cars. KK79370. SEE Motorola, inc.

New Goodall diagonal fleece. KK77996. SEE Goodall Fabrics, inc.

New Hampshire Fire Insurance Company uses Goodall casement curtains exclusively. KK79520. SEE Goodall Fabrics, inc.

New idea to put kitchen chores to music. KK79373. SEE Motorola, inc.

Nomad Goodall plastics, successful choice for Daystrom's coloranic featured at the markets. KK80060. SEE Goodall Fabrics, inc.

Now at the markets. KK80661. SEE Goodall Fabrics, inc.

Now. Reddi-Wip gives you fresh, real cream ... KK79380. SEE Reddi-Wip, inc.

Only Goodall Seamloc meets your specifications with 4 carpet qualities each in 22 colors. KK78256. SEE Goodall Fabrics, inc.

Our house has two baths; that's nothing, ours has 2 Motorola TV sets. KK80185. SEE Motorola, inc.

Presto. KK79368. SEE National Pressure Cooker Company.

Reader's Digest reports on amazing new-type medication for pimples. KK77447. SEE Eastco, inc.

So magnificent, you just know it's Goodall. KK76505. SEE Goodall Fabrics, inc.

There is nothing better in a julep. KK75508. SEE Brown-Forman Distillers Corporation.

This October cake mix and Reddi-Wip promotion means more sales and profit for me, and here's why. KK79382. SEE Reddi-Wip, inc.

To the woman who knows a fine piece of furniture ... KK79371. SEE Motorola, inc.

Trivets. New Goodall inspiration for contemporary rooms. KK80660. SEE Goodall Fabrics, inc.

What "magic words" can turn shoppers into long-time customers? KK77347. SEE Goodall Fabrics, inc.

Win royalties from 44 Texas oil wells. KK75511. SEE Dr. Pepper Company.

Woodcut, by Goodall. KK78790. SEE Goodall Fabrics, inc.

You did the chair, but will you get the sofa? KK77345. SEE Goodall Fabrics, inc.

S

S AND H STATIONERY COMPANY ©.
Post Scripts. Illustrated stationery and envelopes. Label. Appl. author: Don Stockton. © 17Mar51; KK79084.

SKF INDUSTRIES, INC. ©.
The easy bearing mounting and removal system pioneered by SKF. Ball and roller bearings. Folder. © 28Jul52; KK77701.

Every freight car that rolls on eight SKF Freightler roller bearings gives its road eight advantages. Adv. from Railway age, Sept. 15, 1952, p. 50-51. Appl. author: Norman Arthur Strang. © 15Sep52; KK78159.

Every freight car that rolls on eight S K F freightler roller bearings gives its road eight advantages. Adv. from Railway age, Oct. 27, 1952, p. 34. Appl. author: Norman Arthur Strang. © 27Oct52; KK79888.

The Freightler roller bearings are coming from SKF. Adv. from Railway age, Aug. 18, 1952, p. 65. Appl. author: Norman Arthur Strang. © 18Aug52; KK78160.

The Freightler roller bearings are coming from SKF. Adv. from Railway age, July 14, 1952, p. 34-35. Appl. author: Norman Arthur Strang. © 14Jul52; KK78158.

S. O. S. COMPANY.
It's here, new dishwashing discovery, Tuffy, magic aid to dish washing. (Plastic cleaning aid) Adv. from the Flint Journal, Flint, Mich., July 17, 1952, p. 34. Appl. author: Margaret Petsch. © The S. O. S. Co.; 17Jul52; KK75658.

It's new, amazing wonder-mesh Tuffy. (Plastic cleaning aid) Adv. from the Port Huron times herald, July 24, 1952, p. 23. Appl. author: Margaret Petsch. © The S. O. S. Co.; 24Jul52; KK77399.

Removes rust. S.O.S. magic scouring pads. (Steel wool cleaner) Adv. from the Saturday evening post, Mar. 22, 1952, p. 167. Appl. author: Robbins Milbank. © The S. O. S. Co.; 17Mar52; KK75724.

S. O. S. easily removes burned-on grease. Magic scouring pads. Adv. from Woman's home companion, Apr. 1952, p. 92. Appl. author: Robbins Milbank. © The S. O. S. Co.; 20Mar51; KK77400.

Toss out messy scrapers, dishrags, brushes; try wonder-mesh Tuffy. (Plastic cleaning aid) Adv. from Family circle, July 1952, p. 44. Appl. author: Margaret Petsch. © The S. O. S. Co.; 26Jun52; KK75173.

Toss out messy scrapers, dishrags, brushes, try wonder-mesh Tuffy. (Plastic cleaning aid) Adv. from Woman's day, Sept. 1952, p. 155. Appl. author: Margaret Petsch. © The S. O. S. Co.; 28Aug52; KK77730.

Why mess with dirty dishrags, brushes, mops? Plastic wonder-mesh Tuffy. (Plastic cleaning aid) Adv. from the Detroit news, Oct. 8, 1952, p. 50. Appl. author: Margaret Petsch. © The S. O. S. Co.; 8Oct52; KK78270.

SAALFIELD PUBLISHING COMPANY.

A, B, C, 1, 2, 3 sewing cards, with pictures to color. Brightly-colored laces, crayons, alphabet cards, number cards. Label. (6160) © The Saalfield Pub. Co.; 1Aug52; KK78855.

Animal sewing cards. (8 sewing cards, 8 colored yarns) Label. (5162) © The Saalfield Pub. Co.; 5Sep52; KK78845.

Betty Darling, a doll with wavy hair. Front and back costumes. Label. (5173) © The Saalfield Pub. Co.; 22Sep52; KK78848.

The big fun box. (20 activity books, crayons, paint, brush and paint pan) Label. (6163) © The Saalfield Pub. Co.; 17Aug52; KK78853.

Color with brush and water. (4 books) Label. (4053) © The Saalfield Publishing Co.; 10Jul52; KK76209.

Darling dolls, with wavy hair. Front and back costumes. Label. (6027) © The Saalfield Pub. Co.; 21Aug52; KK78854.

Debbie Darling, a doll with wavy hair. Front and back costumes. Label. (5172) © The Saalfield Pub. Co.; 22Sep52; KK78847.

8 books; trace and color. Label. (5038) © The Saalfield Publishing Co.; 9Jul52; KK76214.

4 animal coloring books. Label. (4054) © The Saalfield Publishing Co.; 9Jul52; KK76213.

4 books; trace and color. Label. (4057) © The Saalfield Publishing Co.; 9Jul52; KK76210.

4 tracing books. Label. (4056) © The Saalfield Publishing Co.; 9Jul52; KK76211.

Full of fun; 8 activity books, 8 to 12 years. Label. (5034) © The Saalfield Publishing Co.; 14Jul52; KK76218.

Giant coloring box, with crayons. (Five coloring books and box of crayons) Label. (6029) © The Saalfield Pub. Co.; 5Sep52; KK78844.

SAALFIELD PUBLISHING COMPANY.

Cont'd.

Jolly Jack; 4 coloring books. Label. (4055) © The Saalfield Publishing Co.; 9Jul52; KK76212.

Jumbo stencil set. Label. (6025) © The Saalfield Pub. Co.; 4Aug52; KK78852.

Jumbo stencil set. (3 board stencils) Label. (4168) © The Saalfield Publishing Co.; 16Jul52; KK76217.

Jumbo stencil set. (3 board stencils) Label. (4169) © The Saalfield Publishing Co.; 16Jul52; KK76216.

Junior jigsaw puzzle, large interlocking pieces. In the cool forest. Label. (7003) © The Saalfield Publishing Co.; 23Jul52; KK76207.

Lovely dolls with real cloth dresses and accessories. Label. (6028) © The Saalfield Publishing Co.; 21Jul52; KK76219.

Paint with brush and water. (4 books) Label. (4052) © The Saalfield Publishing Co.; 10Jul52; KK76208.

Pictures to color. (8 books) Label. (5037) © The Saalfield Publishing Co.; 9Jul52; KK76205.

Play for every day. (Assorted activity books, paints and crayons) Label. (6162) © The Saalfield Pub. Co.; 10Sep52; KK78843.

Rose, a lovely doll with real cloth dresses and ribbons for sashes and her hair. Label. (4170) © The Saalfield Pub. Co.; 19Aug52; KK78850.

Susan, a lovely doll with real cloth dresses and ribbons for sashes and her hair. Label. (4172) © The Saalfield Pub. Co.; 19Aug52; KK78849.

Things to do; 6 books; games, jokes, cut-outs ... Label. (5032) © The Saalfield Publishing Co.; 25Apr52; KK76215.

Tom Corbett, space cadet. (Inlaid puzzle) Label. (7300) © The Saalfield Publishing Co.; 26Jun52; KK76220.

Violet, a lovely doll with real cloth dresses and ribbons for sashes and her hair. Label. (4171) © The Saalfield Pub. Co.; 19Aug52; KK78851.

Wet the brush and bring out colors. (Box contains six Wet a-Brush books) Label. (5040) © The Saalfield Pub. Co.; 10Oct52; KK78846.

Wet the brush and bring out colors. (8 books) Label. (5036) © The Saalfield Publishing Co.; 10Jul52; KK76206.

SAAVEDRA WORKSHOP ©.

I'm your Mail Dog. I'm your pooch-Friday. (Desk accessory) Label. Appl. author: Edward B. Lee. © 23Jul52; KK76513.

SABLE, Louis E., t.a. Creative Novelty Co. SEE Creative Novelty Company.

SACHS, FRANK ©.

Game of Dominettes. (Game of skill) Label. © 1Jul52; KK76150.

SAENGER, OLLY.

Mask of spring, the double-purpose home facial. KK75526. SEE Saenger (Ollly) inc.

SAENGER (OLLY) INC. ©.

Mask of spring, the double-purpose home facial. (Cosmetic) Label. Appl. author: Ollly Saenger. © 28Jun52; KK75526.

SAFEFAC CORPORATION ©.

Non-inflammable Snowfibre. Christmas decoration. Minimum weight 2 oz. Label. © 3Apr52; KK74997.

SAFETY CAR HEATING AND LIGHTING COMPANY, INC.

List of parts; safety condenser water feed valve. Catalog no. 163060. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating & Lighting Co.; 16Sep52; KK79452.

List of parts; safety control complete. Catalog no. 163595. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating & Lighting Co., inc.; 27Oct52; KK79179.

List of parts; safety direct driven motor compressor unit. Catalog no. 163084. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating & Lighting Co., inc.; 27Oct52; KK79177.

List of parts; safety direct driven motor compressor unit. Catalog no. 163584. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating & Lighting Co., inc.; 27Oct52; KK79178.

List of parts; safety evaporative condenser. Catalog no. 161891. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating & Lighting Co., inc.; 16Sep52; KK79448.

List of parts; safety evaporative condenser. Catalog nos. 163085 and 163665. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating & Lighting Company, inc.; 16Sep52; KK79449.

List of parts; safety strainer complete. Catalog no. 152765. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating & Lighting Co., inc.; 16Sep52; KK79450.

List of parts; safety thermostatic release valve. Catalog no. 157189. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating & Lighting Co., inc.; 16Sep52; KK79451.

List of parts; safety underframe generator type GK10750, 10 kw, 80 volts. Catalog no. 313848. Folder. Appl. author: Ines Amalia Morra. © The Safety Car Heating & Lighting Co., inc.; 10Oct52; KK79453.

SAGNER'S (A.) SON ©.

Repel-o-tized Northcool is a family affair. (Clothing) Adv. from New York times, Apr. 13, 1952, p. 25. © 13Apr52; KK79582.

ST. LOUIS LABORATORIES ©.

Kreme-Tone, first and finest for frozen desserts. Directions for use. (Flavor for ice cream and frozen desserts) Label. Appl. author: R. E. Sturhahn. © 16Jun52; KK75837.

ST. LOUIS PRODUCTS COMPANY ©.

Hurricane Bi-Pass unit. (Automobile part) Adv. from Popular mechanics magazine, June 1952, p. 60. Appl. author: Maxwell Advertising Co. © 1Jun52; KK76867.

Hurricane Bi-Pass unit. (Automotive parts) Sheet. Appl. author: Maxwell Advertising Co. © 29Apr52; KK75314.

Scoop-R-Charger. (Automotive parts) Sheet. Appl. author: Maxwell Advertising Co. © 29Apr52; KK75315.

ST. MARYS WOOLEN MANUFACTURING COMPANY ©.

I see a bright future for you, Ophelia. St. Marys blankets. Adv. from House beautiful, Sept. 1952, p. 24. Appl. author: Gibbons O'Neill, inc. © 20Aug52; KK77686.

SALADA TEA COMPANY, INC. ©.

Orange pekoe and pekoe (black) tea. Salada. Net wt. 4 ozs. (Red label carton) Label. © 25Aug52; KK77081.

SALEEN, JOHN C.

Hard corn plaster. KK75600. SEE Fisher's Products Company.

Ointment. KK75602. SEE Fisher's Products Company.

Tabletas verbales laxantes. KK75601. SEE Fisher's Products Company.

SALEM COMMODITIES, INC. COLDSTREAM PRODUCTS COMPANY DIVISION ©.

Now, piecrust success every time ... Royal Satin quick-creaming pastry method. (Shortening) Adv. from Family circle, Nov. 1952, p. 140-141. © 30Oct52; KK79326.

SALERNO-MEGOWEN BISCUIT COMPANY ©.

Cocoanut lemon creams, delicious sandwich cookies. Salerno. Net wt. 9 ozs. Label. Appl. authors: Carl Vollmer and Reno Biandi. © 24Jul52; KK75656.

Salerno Jack Frost. Frosty-fresh cocoanut-topped cookies. Net wt. 9 1/2 ozs. Label. Appl. author: Arno A. Juntunen. © 1May52; KK74936.

SALES AFFILIATES, INC. ©.

Everyone's talking about the fabulous new Zotos career girl wave ... Sheet. Appl. author: Jerome Kaufman. © 19Aug52; KK76858.

SALFIELD, Alfred, d.b.a. The Bestframe Co. SEE Bestframe Company.

SALOW AND RIEDL.

Lanelle. KK78420. SEE Sanitary Soap Company.

SAN DIEGO FEDERAL SAVINGS AND LOAN ASSOCIATION ©.

You "auto-save" here. Free parking for customers. (Savings) adv. from San Diego Union, Oct. 7, 1952, p. 8. Appl. author: Barnes Chase Co. © 7Oct52; KK80451.

SAN FRANCISCO DRUG COMPANY, INC. ©.

Original Sleeps, no dangerous drugs. Net contents 15 capsules. Label. Appl. author: Harry Westphall. © 10Dec52; KK80599.

SAND, EDWARD AUSTIN.

New for little children, Humpty Dumpty's magazine. KK75577. SEE Humpty Dumpty's Magazine.

SANI-GARD SERVICES.

Sani-Gard services, jobbing specialists of dairy farm supplies. 15 p. © Edwin Louis Richman, d.b.a. Sani-Gard Services; 15Jul52; KK77941.

SANITARY SOAP COMPANY ©.

Amazing germ killing hand soap. Lanelle. Sheet. Appl. author: Paul R. Yankner. © 18Aug52; KK78419.

- Lanelle.** A marvelous discovery. Hands can be really clean and protected. Powdered hand soap. Folder. Appl. author: Salow & Riedl. © 6Aug48; KK78420.
- SANNA DAIRIES, INC. ©.**
Bland low residue diet. Sanalac. (Non-fat milk) Folder. Appl. author: Ruth Strathearn Dickie. © 30Apr52; KK75011.
Diet during pregnancy. Sanalac. (Non-fat milk) Folder. Appl. author: Ruth Strathearn Dickie. © 30Apr52; KK75013.
Diet for nursing mothers. Sanalac. (Non-fat milk) Folder. Appl. author: Ruth Strathearn Dickie. © 30Apr52; KK75014.
High mineral, high vitamin, high caloric diet. Sanalac. (Non-fat milk) Folder. Appl. author: Ruth Strathearn Dickie. © 30Apr52; KK75006.
High protein diet. Sanalac. (Non-fat milk) Folder. Appl. author: Ruth Strathearn Dickie. © 30Apr52; KK75010.
Low calorie diet. Sanalac. (Non-fat milk) Folder. Appl. author: Ruth Strathearn Dickie. © 28Jan52; KK75009.
Low cholesterol diet. Sanalac. (Non-fat milk) Folder. Appl. author: Ruth Strathearn Dickie. © 30Apr52; KK75008.
Low cost adequate diet. Sanalac. (Non-fat milk) Folder. Appl. author: Ruth Strathearn Dickie. © 30Apr52; KK75012.
Low fat diet. Sanalac. (Non-fat milk) Folder. Appl. author: Ruth Strathearn Dickie. © 30Apr52; KK75007.
Low sodium diet. Sanalac. (Non-fat milk) Folder. Appl. author: Ruth Strathearn Dickie. © 30Apr52; KK75015.
- SANMETAL PRODUCTS COMPANY, INC.**
Sanymetal toilet compartments, shower stalls, hospital cubicles. Catalog no. 90. 19 p. Appl. author: The Lee Donnelley Co. © The Sanymetal Products Co., inc.; 31Oct52; KK79345.
- SANMETAL PRODUCTS COMPANY, INC.**
SUSPENDED CEILINGS DIVISION.
Sanymetal suspended ceiling systems. Catalog SNU-5. 11 p. Appl. author: Lee Donnelley Co. © The Sanymetal Products Co., inc.; Suspended Ceilings Division; 31Oct52; KK79010.
- SAPOLIN PAINTS, INC. ©.**
Glisto wall & woodwork enamel. Sapolin. Contents 1 quart. Label. Appl. author: Richard J. Eckart. © 15Oct52; KK78336.
Mason-Dri rubber base coating. Sapolin. [Color card] Folder. Appl. author: Wilbert B. Hanft. © 15Oct52; KK78758.
Mason-Dri rubber base coating. Sapolin. Contents 1 gallon. Label. Appl. author: Richard J. Eckart. © 15Sep52; KK78335.
Sapolin, Rite-on Green chalk board coating. Contents: 1 pint. Label. Appl. author: Richard J. Eckart. © 1Jul52; KK75140.
- SARAS (L. N.) AND SONS.**
The famous Pilgrim chocolate crackers. Label. © Louis N. Saras, Nick L. Saras & Peter L. Saras, d.b.a. L. N. Saras & Sons; 12Jan52; KK79714.
- SARAS, Louis N., Nick L. Saras and Peter L. Saras, d.b.a. L. N. Saras & Sons.**
SEE Saras (L. N.) and Sons.
- SARAS, Nick L., Louis N. Saras and Peter L. Saras, d.b.a. L. N. Saras & Sons.**
SEE Saras (L. N.) and Sons.
- SARAS, Peter L., Louis N. Saras and Nick L. Saras, d.b.a. L. N. Saras & Sons.**
SEE Saras (L. N.) and Sons.
- SARDEAU, INC. ©.**
Magic Melody is romance ... the amazing perfume cream. Adv. from the Easton express, Aug. 4, 1952, p. 16. © 4Aug52; KK77664.
- SARGENT, ALBERT MARDEN.**
Pump engineering manual. KK80462. SEE Pioneer Pump and Manufacturing Company.
- SARNA (S. S.) INC. ©.**
Ball, a tropical gem where wood carving is a time honored art. Label. Appl. author: S. S. Sarna. © 24Jul52; KK76782.
Bells of Sarna from romantic India. (Bells, brasswares, wood carvings) 31 p. Appl. author: S. S. Sarna. © 28Sep52; KK76954.
Brassware from India by Sarna. Label. Appl. author: S. S. Sarna. © 8Jul52; KK76781.
Doll (palanquin) bell. cBrass bells of Sarna. Label. Appl. author: S. S. Sarna. © 29Aug52; KK76952.
Kohlu or oil press bell. cBrass bells of Sarna. Label. Appl. author: S. S. Sarna. © 29Aug52; KK76953.
- SARN-OIL BURNER SUPPLY COMPANY.**
Heating, parts, supplies, accessories for oil burners, gas burners, space heaters. Catalog no. 104. 59 p. © Herman J. Sarno, John W. Sarno & Frank C. Sarno, d.b.a. Sarn-Oil Burner Supply Co.; 28Aug52; KK78479.
- SATOLA, EDWARD L.**
Nordberg presents a revolutionary advancement in mechanized rail renewal: the Dun-Rite gaging machine. KK79909. SEE Nordberg Manufacturing Company.
- Symons Rod Deck screen, type K.**
KK79907. SEE Nordberg Manufacturing Company.
- Symons vibrating Bar Grizzly.**
KK79908. SEE Nordberg Manufacturing Company.
- SAUL, S., Jr.**
Avoid rework. KK78411. SEE Rack Engineering Company.
The Rack tubular heavy duty stock carriers engineered for long service. KK78410. SEE Rack Engineering Company.
- SAXMAN, ALBERT BYRON.**
Sunoco automatic transmission service; the right fluid, the right application at the right time. KK78927. SEE Sun Oil Company.
- SAYER, WILLIAM H.**
UHF 5 KW oak ultra-high frequency transmitter. KK77195. SEE Du Mont (Allen E.) Laboratories, Inc.
- SAZERAC COMPANY, INC.**
Taaka genuine vodka distilled from grain. Label. © The Sazerac Co., inc.; 1Mar52; KK76901.
- SCALLON, Frank J., d.b.a. Midget Louver Company.**
SEE Midget Louver Company.
- SCANLAN, GILBERT F.**
Hey kids, age 4 to 40, hep up your blue jeans with Smarty Pants Patch-es. (Clothing novelties) Sheet. © Jerry Scanlan, pseud. of Gilbert F. Scanlan; 4Feb52; KK74935.
- SCANLAN, Jerry, pseud.**
SEE Scanlan, Gilbert F.
- SCHAAF SAUSAGE COMPANY ©.**
Most delicious wieners you ever ate. Schaaf's smoke-roasted wieners. Adv. from the Milwaukee Journal, Dec. 11, 1952, p. 26. Appl. author: Arthur Meyerhoff & Co. © 11Dec52; KK80535.
- SCHAPIRO, A.**
Valsweet grape nectar. KK78229. SEE Valsweet Corporation.
- SHEEL, John B. and Nicholas T. Scheel, d.b.a. The Palmloom Co.**
SEE Palmloom Company.
- SHEEL, Nicholas T. and John B. Scheel, d.b.a. The Palmloom Co.**
SEE Palmloom Company.
- SCHENLEY DISTILLERS, INC. ©.**
Battle in Seattle. Schenley. (Blended whiskey) Adv. from Columbus evening dispatch, July 2, 1952, p. 7. Appl. author: Lawrence Valenstein. © 2Jul52; KK75960.
Discord in Concord. Schenley. (Blended whiskey) Adv. from Columbus evening dispatch, June 27, 1952, p. 5. Appl. author: Lawrence Valenstein. © 27Jun52; KK75959.
Taste tired of the whiskey you're drinking now? Wake it up. Only Cream of Kentucky gives you double-rich taste. Adv. from the Weirton daily times, July 1, 1952, p. 2. Appl. author: Lawrence Valenstein. © 1Jul52; KK75537.
Taste tired? of the whiskey you're drinking now? Wake it up. Schenley. Adv. from Toledo blade, June 13, 1952, p. 36. Appl. author: Lawrence Valenstein. © 13Jun52; KK75958.
Taste tired of the whiskey you're drinking now? Wake it up, only Cream of Kentucky gives you double-rich taste. (Blended whiskey) Adv. from the Weirton daily times, June 26, 1952, p. 15. Appl. author: Lawrence Valenstein. © 26Jun52; KK75484.
They're feudin' again in Kentucky. Double-rich Cream of Kentucky. (Blended whiskey) Adv. from Columbus evening dispatch, Columbus, Ohio, June 20, 1952, p. 10. Appl. author: Lawrence Valenstein. © 20Jun52; KK75483.
They're taking sides in Columbus. Schenley. (Blended whiskey) Adv. from Columbus dispatch, June 13, 1952, p. 15. Appl. author: Lawrence Valenstein. © 13Jun52; KK75957.
- SEE ALSO**
Ancient Age Distilling Company. Stag Distilling Company.
- SCHENLEY DISTRIBUTORS, INC. ©.**
America's largest liquid library. It is located near the Kentucky border. Schenley whiskey. Adv. from the New Yorker, Oct. 11, 1952, p. 47. Appl. author: Tessie M. Krause. © 9Oct52; KK79043.

SCHENLEY DISTRIBUTORS, INC. ©.
Cont'd.

- For a weekend of double-rich pleasure only Cream of Kentucky gives you double rich taste. (Whiskey) Adv. from the Cincinnati post, Sept. 25, 1952, p. 32. Appl. author: Grey Advertising Agency, inc. © 25Sep52; KK78973.
- The gift you'd much rather keep than give away. Old Schenley straight bourbon whiskey. Adv. from Time magazine, Nov. 17, 1952. Appl. author: Tessie M. Krause. © 15Nov52; KK80211.
- He's a baby sitter for barrels. Up and down the great stacks of whiskey barrels ... Schenley whiskey. Adv. from Fortune, Aug. 1952. Appl. author: Tessie M. Krause. © 1Aug52; KK79049.
- How a grain thief operates. When a freight car bearing golden grain rolls ... Schenley whiskey. Adv. from the Wall Street Journal, New York, Sept. 5, 1952, p. 5. Appl. author: Tessie M. Krause. © 5Sep52; KK79042.
- If you've tasted today's Schenley, you know it's the best-tasting whiskey in ages. Adv. from Look, Nov. 18, 1952. Appl. author: Tessie M. Krause. © 4Nov52; KK80506.
- If you've tasted today's Schenley you know it's the best tasting whiskey in ages. [Hand with glass] Adv. from Our world, July 1952. Appl. author: Tessie M. Krause. © 28May52; KK79041.
- If you've tasted today's Schenley you know it's the best tasting whiskey in ages. [Head of male; hands with bottle and glass] Adv. from Life, July 14, 1952. Appl. author: Tessie M. Krause. © 11Jul52; KK79046.
- If you've tasted today's Schenley you know it's the best tasting whiskey in ages. cMale's head; hand with glass: Adv. from Look, Oct. 21, 1952. Appl. author: Tessie M. Krause. © 7Oct52; KK79044.
- If you've tasted today's Schenley you know it's the best tasting whiskey in ages. cTwo heads; hand with glass: Adv. from Look, Sept. 23, 1952. Appl. author: Tessie M. Krause. © 9Sep52; KK79045.
- Make a date with the finest tasting whiskey in the world. Sir John Schenley. [Globe & top hat] Adv. from Holiday magazine, Nov. 1952, p. 134. Appl. author: Tessie M. Krause. © 15Oct52; KK79047.
- Message in a bottle. No need to grope for words to thank your week-end host. Old Schenley. Adv. from Gourmet, July, 1952. Appl. author: Tessie M. Krause. © 1Jul52; KK79048.
- Number E 267618. In the lower right-hand corner of every Old Schenley label you'll find a number. (Liquor) Adv. from Time, Oct. 20, 1952. Appl. author: Tessie M. Krause. © 16Oct52; KK79040.
- S marks the spot for happy week-ends. S marks the spot for these super-values. (Distilled spirits) Adv. from the Salisbury times, Sept. 23, 1952, p. 12. Appl. author: Lawrence Valenstein. © 23Sep52; KK78948.

Schenley makes every drink taste better. (Whiskey) Adv. from Life, May 26, 1952, p. 3 of cover. Appl. author: Tessie M. Krause. © 23May52; KK76066.

Simple arithmetic. The problem: how to tell your customers that today's Schenley is the best tasting whiskey in ages. Adv. from Beverage market guide, Sept. 1952. Appl. author: Tessie M. Krause. © 1Sep52; KK79050.

Sir John Schenley, the international whisky, a blend. The remembrance a friend never forgets. Adv. from Holiday, Dec. 1952, p. 15. Appl. author: Tessie M. Krause. © 12Nov52; KK80505.

When you give today's Schenley, you know you're giving the best-tasting whiskey in ages. Adv. from True, Dec. 1952, p. 64-65. Appl. author: Tessie M. Krause. © 19Nov52; KK80507.

SCHENLEY INTERNATIONAL CORPORATION ©.

Sir John Schenley, the international whisky. Adv. from Time. Appl. author: McCann-Erickson, inc. © 9Jun52; KK77538.

SCHENLEY LABORATORIES, INC. ©.

Anxiety, the universal disease of our times. Sedamyl. (Pharmaceutical) Folder. Appl. author: Paul Klemtnner & Co., inc. © 27Dec51; KK78325.

Chemical kinship to cascara because its potency is precise, Dorbane. (Pharmaceutical) Folder. Appl. author: Paul Klemtnner & Co., inc. © 15Dec51; KK80335.

Elevates the mood without inducing jitters. Euphased. (Pharmaceutical) Adv. from Modern medicine, Oct. 1, 1952, p. 193. Appl. author: Paul Klemtnner & Co., inc. © 10Oct52; KK80340.

For prompt, pleasant, lasting relief in gastric hyperacidity specify Titralac. (Pharmaceutical) Adv. from Current medical digest, May 1952, p. 4 of cover. Appl. author: Paul Klemtnner & Co., inc. © 1May52; KK78324.

For the patient coughing himself blue in the face. Crephex. (Pharmaceutical) Folder. Appl. author: Paul Klemtnner & Co., inc. © 14Oct52; KK80334.

For the patient coughing himself into knots. Crephex. (Pharmaceutical) Adv. from Illinois medical journal, Nov. 1952, p. 58. Appl. author: Paul Klemtnner & Co., inc. © 15Nov52; KK80337.

For the patient feeling mighty low. Euphased. (Pharmaceutical) Adv. from American professional pharmacist, Nov. 1952, p. 1030. Appl. author: Paul Klemtnner & Co., inc. © 20Nov52; KK80338.

For the patient who carries no weight. Ediol. (Pharmaceutical) Adv. from American practitioner and digest of treatment, Nov. 5, 1952, p. 24. Appl. author: Paul Klemtnner & Co., inc. © 5Nov52; KK80339.

For the patient with too much gastric acid. Titralac. (Pharmaceutical) Adv. from West Coast druggist, Nov. 1952, p. 7. Appl. author: Paul Klemtnner & Co., inc. © 15Nov52; KK80336.

A new high in hormone quality and at a much lower cost. Schenley. (Pharmaceutical) Folder. Appl. author: Paul Klemtnner & Co., inc. © 2Dec52; KK80333.

Titralac gives quick relief from gastric grief because ... (Pharmaceutical preparation) Card. Appl. authors: Fred J. Ross & E. M. Tarplin. © 6Jun52; KK75988.

Titralac. The only gastric antacid ... (Pharmaceuticals) Adv. from the Journal of the American Medical Assn., Nov. 15, 1952, p. 48. Appl. author: Paul Klemtnner & Co., inc. © 13Nov52; KK80331.

A trio of quickly effective Schenley products: Tetracillin, Orapen, Titralac. (Pharmaceutical) Card. Appl. author: Paul Klemtnner & Co., inc. © 1Dec52; KK80332.

The universal disease of our times, anxiety. Sedamyl. (Pharmaceutical) Adv. from Current medical digest, July 1952, p. 4 of cover. Appl. author: Paul Klemtnner & Co., inc. © 1Jul52; KK78326.

SCHIEFFELIN and Company, inc. SEE Almay.

SCHIPANELLA, THOMAS ©.

Vanity records. Label. © 25Sep52; KK79295.

SCHINDLER, SAMUEL.

T 60" right angle chucking lathe. KK79183. SEE Lodge and Shipley Company.

30" T Matic. KK77460. SEE Lodge and Shipley Company.

SCHLABACH, RAYMOND M.

Sani-Flush fragrant toilet bowl cleaner. KK75502. SEE Hygienic Products Company.

SCHLAGE LOCK COMPANY ©.

Schlage Capri so beautiful. Here's a lock to add jewel-like sparkle ... Folder. Appl. author: Benjamin M. Levinger. © 31Oct52; KK79130.

SCHLING (MAX) INC. ©.

Any place there are magic powers in Max Schling flowers. (Football) Adv. from the New Yorker, Oct. 11, 1952, p. 132. Appl. author: Fairfax, inc. © 11Oct52; KK78716.

Any place there are magic powers in Max Schling flowers. Adv. from the New Yorker, Oct. 25, 1952, p. 46. Appl. author: Fairfax, inc. © 25Oct52; KK78763.

Any place there are magic powers in Max Schling flowers ... (Thanks-giving) Adv. from the New Yorker, Nov. 22, 1952, p. 156. Appl. author: Fairfax, inc. © 22Nov52; KK79761.

Any place there are magic powers in Max Schling flowers ... [Theatre] Adv. from the New Yorker, Nov. 8, 1952, p. 150. Appl. author: Fairfax, inc. © 8Nov52; KK79118.

Flower gifts for all occasions.

Pamphlet. Appl. author: Fairfax, inc. © 20Oct52; KK78956.

Flower gifts for Christmas from Max Schling, inc. Folder. Appl. author: Fairfax, inc. © 12Nov52; KK79412.

Sales go up with the Traveler, the new bon voyage gift. (Flowers) Sheet. Appl. author: Fairfax, inc. © 24Oct52; KK78713.

SCHLING (MAX) SEEDSMEN, INC. ©.

Brighten your home, gladden a friend with fresh lily-of-the-valley all winter long. Folder. Appl. author: H. W. Fairfax Advertising Agency, inc. © 1Aug52; KK76107.

Now you can have fresh growing flowers in your home all winter long. Max Schling's flower bulbs for indoor growing. 6 p. Appl. author: H. W. Fairfax Advertising Agency, inc. © 1Aug52; KK76109.

You can beat crabgrass forever. Use wild white clover. Adv. Appl. author: Fairfax, inc. © 21Sep52; KK78902.

SCHLITZ (JOS.) BREWING COMPANY.

All good wishes for a happy holiday season and a prosperous new year from Schlitz, the beer that made Milwaukee famous. Adv. from Melting pot, Dec. 1951, p. 7. Appl. author: Young & Rubicam, inc. © 14Dec51; KK76637.

The beer that made Milwaukee famous is the beer the world loves best. If you like beer you'll love Schlitz. [Two men & globe] Adv. from Life, Oct. 27, 1952, p. 61. Appl. author: Leo Burnett Co., inc. © 24Oct52; KK79555.

Best in the beer frame. Schlitz in 7 oz. bottles. The beer that made Milwaukee famous. Adv. from the National bowlers journal and billiard revue, May 1952, p. 6. Appl. author: Young & Rubicam, inc. © 10May52; KK76620.

The blue book of beer experts. Schlitz edition. Adv. from Milwaukee sentinel, Feb. 25, 1952, p. 5. Appl. author: Young & Rubicam, inc. © 25Feb52; KK76628.

Brewed to the modern taste ... If you like beer you'll love Schlitz. Adv. from Milwaukee sentinel, July 21, 1952, p. 3. Appl. author: Leo Burnett Co., inc. © 21Jul52; KK76128.

Come and visit our brewery. Taste the best Schlitz brewed in 103 years. (Beer) Poster. (Its cDesign no. 5097) Appl. author: Young & Rubicam, inc. © 5Sep51; KK79035.

The fastest moving beer of all. Schlitz, the beer that made Milwaukee famous. Adv. from Post exchange, Mar. 1952, p. 77. Appl. author: Young & Rubicam, inc. © 1Mar52; KK76631.

Feels like home already! Schlitz, the beer that made Milwaukee famous. Adv. from Life, Apr. 14, 1952. Appl. author: Young & Rubicam, inc. © 11Apr52; KK76633.

First the Schlitz, then the hat! The beer that made Milwaukee famous. Adv. from Life, Mar. 31, 1952. Appl. author: Young & Rubicam, inc. © 28Mar52; KK76635.

Forecast: pure pleasure. Schlitz, the beer that made Milwaukee famous. cMan in raincoat with bag of Schlitz; Poster. (Its cDesign no. 5102) Appl. author: Young & Rubicam, inc. © 20Mar52; KK77835.

Good news from Schlitz. The beer that made Milwaukee famous. Adv. from Los Angeles Herald & express, Sept. 2, 1952, p. 5. © 2Sep52; KK77684.

How Schlitz radio-TV helps you sell. Schlitz beer. Adv. from New England grocery & market magazine, Feb. 1952. Appl. author: Young & Rubicam, inc. © 25Jan52; KK76785.

I told him about the kid's first tooth ... If you like beer you'll love Schlitz. Adv. from Life, June 23, 1952, p. 93. Appl. author: Leo Burnett Co., inc. © 20Jun52; KK76118.

If you like beer you'll love Schlitz. Adv. from Life, July 21, 1952, p. 3 of cover. Appl. author: Leo Burnett Co., inc. © 18Jul52; KK76328.

If you like beer you'll love Schlitz. Adv. from Life, Aug. 4, 1952, p. 49. Appl. author: Leo Burnett Co., inc. © 1Aug52; KK76327.

If you like beer you'll love Schlitz. Adv. from Life, Aug. 25, 1952, p. 3 of cover. Appl. author: Leo Burnett Co., inc. © 22Aug52; KK76875.

If you like beer you'll love Schlitz. Adv. from Life, Sept. 1, 1952, p. 59. Appl. author: Leo Burnett Co., inc. © 29Aug52; KK76874.

If you like beer you'll love Schlitz. Adv. from Life, Sept. 15, 1952, p. 137. Appl. author: Leo Burnett Co., inc. © 12Sep52; KK78521.

If you like beer you'll love Schlitz. Adv. from Life, Sept. 29, 1952, p. 77. Appl. author: Leo Burnett Co., inc. © 26Sep52; KK78520.

If you like beer you'll love Schlitz. Adv. from Life, Oct. 6, 1952, p. 61. Appl. author: Leo Burnett Co., inc. © 30Oct52; KK78519.

If you like beer you'll love Schlitz. Adv. from Milwaukee sentinel, June 23, 1952, p. 3. Appl. author: Leo Burnett Co., inc. © 23Jun52; KK77084.

If you like beer you'll love Schlitz. Adv. from Milwaukee sentinel, Aug. 4, 1952, p. 3, pt. 2. Appl. author: Leo Burnett Co., inc. © 4Aug52; KK76324.

If you like beer, you'll love Schlitz. (Awning scene) Adv. © 22Oct52; KK78640.

If you like beer, you'll love Schlitz. (Beach umbrella) Adv. © 26Nov52; KK80064.

If you like beer you'll love Schlitz. [Girl's face in rhomboid] Poster. (Its [Design no. 5104-A]) Appl. author: Young & Rubicam, inc. © 20May52; KK77833.

If you like beer you'll love Schlitz. (Hostess scene) Adv. © 24Nov52; KK79986.

If you like beer you'll love Schlitz. (Hunting scene) Adv. from Life, Dec. 8, 1952. © 8Dec52; KK80308.

If you like beer you'll love Schlitz. cIce buckets; Poster. (Its cDesign no. 5106-B) Appl. author: The Leo Burnett Co., inc. © 20Jul52; KK76308.

If you like beer you'll love Schlitz. [Living room scene] Poster. (Its [Design no. 5106-A]) Appl. author: The Leo Burnett Co., inc. © 20Aug52; KK80385.

If you like beer you'll love Schlitz. cMan in rhomboid; Poster. (Its cDesign no. 5105-A) Appl. author: The Leo Burnett Co., inc. © The Jos. Schlitz Brewing Co., 20Jun52; KK76307.

If you like beer you'll love Schlitz. cMan looking thru glass; Poster. (Its cDesign no. 5103) Appl. author: Young & Rubicam, inc. © 20Apr52; KK77832.

If you like beer you'll love Schlitz. (One bottle pouring) Poster. (Its [Design no. 5107-B]) Appl. author: Leo Burnett Co., inc. © 20Sep52; KK78862.

If you like beer, you'll love Schlitz. (Party scene) Adv. © 8Oct52; KK78954.

If you like beer you'll love Schlitz. Social security ... Adv. from Life, Nov. 10, 1952, p. 101. Appl. author: Leo Burnett Co., inc. © 7Nov52; KK79554.

If you like beer you'll love Schlitz. (Ten gallon hat) Adv. © 5Nov52; KK79351.

If you like beer you'll love Schlitz. cTwo bottles pouring; Poster. (Its cDesign no. 5104-B) Appl. author: Young & Rubicam, inc. © 20May52; KK77834.

In the pocket for pleasure. Schlitz in 7 oz. bottles. The beer that made Milwaukee famous. Adv. from the National bowlers journal and billiard revue, Apr. 1952, p. 19. Appl. author: Young & Rubicam, inc. © 10Apr52; KK76621.

It's the little extras that make Schlitz the best-liked beer in history. Adv. from Life, May 12, 1952. Appl. author: Young & Rubicam, inc. © 9May52; KK76618.

It's the little extras that make Schlitz the best-liked beer in history ... If you like beer you'll love Schlitz. Adv. from Life, May 26, 1952, p. 91. Appl. author: Leo Burnett Co., inc. © 23May52; KK76116.

It's the little extras that make Schlitz the best-liked beer in history ... If you like beer you'll love Schlitz. Adv. from Life, June 9, 1952, p. 107. Appl. author: Leo Burnett Co., inc. © 6Jun52; KK76115.

Making its mark with bowlers. Schlitz in 7 oz. bottles. The beer that made Milwaukee famous. Adv. from Bowling magazine, Mar. 1952. Appl. author: Young & Rubicam, inc. © 1Mar52; KK76622.

Schlitz comes in for more praise, by more people, than any other beer in history ... If you like beer you'll love Schlitz. Adv. from Milwaukee sentinel, July 7, 1952, p. 3. Appl. author: Leo Burnett Co., inc. © 7Jul52; KK76123.

Schlitz is the beer that looks, acts, and tastes the way most Americans like beer ... If you like beer you'll love Schlitz. Adv. from Milwaukee sentinel, July 14, 1952, p. 4. Appl. author: Leo Burnett Co., inc. © 14Jul52; KK76126.

Schlitz salutes: Claudius Langdon Fornéy. (Beer) Adv. from the Chicago defender, Oct. 27, 1951, p. 18. Appl. author: Young & Rubicam, inc. © 27Oct51; KK76639.

Schlitz, the beer that made Milwaukee famous, presents the new winter series of the Schlitz playhouse of stars. Barrow Street. Adv. © 28Nov52; KK80063.

Selling some beer is like trying to start an old-fashioned auto. Retailers know you can't beat Schlitz for easy turnover. The beer that made Milwaukee famous. Adv. from Wisconsin

SCHLITZ (JOS.) BREWING COMPANY. Cont'd.

- beverage journal, Mar. 1952, p. 13. Appl. author: Young & Rubicam, inc. © 5Mar52; KK76626.
- Selling some beer is like trying to start an old-fashioned auto. Schlitz wholesalers know that Schlitz beer is a record-breaker as well as a self-starter. Adv. from Beer distributor, Mar. 1952, p. 13. Appl. author: Young & Rubicam, inc. © 15Mar52; KK76625.
- Set-up to strike your fancy! Schlitz, the beer that made Milwaukee famous. Adv. from Milwaukee sentinel, Mar. 24, 1952, p. 12. Appl. author: Young & Rubicam, inc. © 24Mar52; KK76638.
- Some light on a favorite subject. Schlitz, the beer that made Milwaukee famous. Adv. from the Milwaukee journal, Jan. 17, 1952, p. 4. Appl. author: Young & Rubicam, inc. © 17Jan52; KK76634.
- Talk about turnover! Schlitz, the beer that made Milwaukee famous. Adv. from Post exchange, Feb. 1952, p. 49. Appl. author: Young & Rubicam, inc. © 1Feb52; KK76632.
- That wonderful taste that makes Schlitz so enjoyable ... If you like beer you'll love Schlitz. Adv. from Milwaukee sentinel, June 30, 1952, p. 4. Appl. author: Leo Burnett Co., inc. © 30Jun52; KK76121.
- They cussed the putts that didn't drop, they fumed about their slices then they said they'd annihilate us next Saturday ... If you like beer you'll love Schlitz. Adv. from Life, July 7, 1952, p. 26. Appl. author: Leo Burnett Co., inc. © 3Jul52; KK76117.
- This is my favorite haunt. Schlitz, the beer that made Milwaukee famous. Adv. from Life, Apr. 28, 1952. Appl. author: Young & Rubicam, inc. © 25Apr52; KK76627.
- Time out for Schlitz ... He's for Schlitz beer. Adv. from Life, Mar. 17, 1952. Appl. author: Young & Rubicam, inc. © 14Mar52; KK76636.
- To the beer wholesaler. No one in the industry enjoys more of this kind of music than the wholesaler of Schlitz beer. Adv. from Beer distributor, Feb. 1952, p. 24. Appl. author: Young & Rubicam, inc. © 15Feb52; KK76630.
- Tonight on TV Irene Dunne introduces the play of the week on Schlitz playhouse of stars ... Crossroads. Adv. from Milwaukee sentinel, Aug. 1, 1952, p. 2, pt. 2. Appl. author: Leo Burnett Co., inc. © 1Aug52; KK76326.
- Tonight on TV Irene Dunne introduces the play of the week on Schlitz playhouse of stars ... Double exposure. (Beer) Adv. from Milwaukee sentinel, Aug. 15, 1952, p. 2. Appl. author: Leo Burnett Co., inc. © 15Aug52; KK76872.
- Tonight on TV Irene Dunne introduces the play of the week on Schlitz playhouse of stars ... Early space conquerors. (Beer) Adv. from Milwaukee sentinel, July 18, 1952, p. 6. Appl. author: Leo Burnett Co., inc. © 18Jul52; KK76124.
- Tonight on TV Irene Dunne introduces the play of the week on Schlitz playhouse of stars ... Homecoming. (Beer) Adv. © 5Sep52; KK77073.
- Tonight on TV Irene Dunne introduces the play of the week on Schlitz playhouse of stars ... The house of death. (Beer) Adv. from Milwaukee sentinel, July 4, 1952, p. 15. Appl. author: Leo Burnett Co., inc. © 4Jul52; KK76122.
- Tonight on TV Irene Dunne introduces the play of the week on Schlitz playhouse of stars ... I want to be a star. (Beer) Adv. © 19Sep52; KK77487.
- Tonight on TV Irene Dunne introduces the play of the week on Schlitz playhouse of stars ... A man's world. Schlitz beer. Adv. from Moline daily dispatch, July 25, 1952. Appl. author: Leo Burnett Co., inc. © 25Jul52; KK76325.
- Tonight on TV Irene Dunne introduces the play of the week on Schlitz playhouse of stars ... The marriage of Lit-Lit. (Beer) Adv. © 12Sep52; KK77303.
- Tonight on TV Irene Dunne introduces the play of the week on Schlitz playhouse of stars ... Mr. and Mrs. Trubble. (Beer) Adv. from Milwaukee sentinel, Aug. 22, 1952, p. 5. Appl. author: Leo Burnett Co., inc. © 22Aug52; KK76873.
- Tonight on TV Irene Dunne introduces the play of the week on Schlitz playhouse of stars ... Port of call. (Beer) Adv. from the New York times, Aug. 29, 1952. Appl. author: Lennen & Mitchell, inc. © 29Aug52; KK77026.
- Tonight on TV Irene Dunne introduces the play of the week on Schlitz playhouse of stars ... Say hello to Pamela. (Beer) Adv. from Milwaukee sentinel, June 20, 1952, p. 6. Appl. author: Leo Burnett Co., inc. © 20Jun52; KK76120.
- Tonight on TV Irene Dunne introduces the play of the week on Schlitz playhouse of stars ... A southern lady. (Beer) Adv. from Milwaukee sentinel, July 11, 1952, p. 5. Appl. author: Leo Burnett Co., inc. © 11Jul52; KK76125.
- Tonight on TV Irene Dunne introduces the play of the week on Schlitz playhouse of stars ... So help me. Schlitz beer. Adv. from Milwaukee sentinel, Aug. 8, 1952, p. 2, pt. 2. Appl. author: Leo Burnett Co., inc. © 8Aug52; KK76323.
- Tonight on TV Irene Dunne introduces the play of the week on Schlitz playhouse of stars ... The Von Linden file. (Beer) Adv. from Milwaukee sentinel, June 27, 1952, p. 9. Appl. author: Leo Burnett Co., inc. © 27Jun52; KK76119.
- Tonight on TV Schlitz playhouse of stars, Irene Dunne introduces the play of the week Come what may. (Beer) Adv. © 3Sep52; KK78442.
- Tonight on TV Schlitz playhouse of stars, Irene Dunne introduces the play of the week Drawing-room A. (Beer) Adv. © 24Oct52; KK78558.
- Tonight on TV Schlitz playhouse of stars; Irene Dunne introduces the play of the week Enchanted evening. (Beer) Adv. © 31Oct52; KK79016.
- Tonight on TV Schlitz playhouse of stars, Irene Dunne introduces the play of the week House of pride. (Beer) © 14Nov52; KK79502.

- Tonight on TV Schlitz playhouse of stars, Irene Dunne introduces the play of the week Mr. Thayer. (Beer) Adv. © 5Dec52; KK80317.
- Tonight on TV Schlitz playhouse of stars, Irene Dunne introduces the play of the week Tango. (Beer) Adv. © 7Nov52; KK79231.
- Tonight on TV Schlitz playhouse of stars, Irene Dunne introduces the play of the week the Pussyfootin' rocks. Adv. © 21Nov52; KK79850.
- Tonight on TV Schlitz playhouse of stars, Irene Dunne introduces the play of the week This plane for hire. (Beer) Adv. © 10Oct52; KK79871.
- Tonight on TV Schlitz playhouse of stars, Irene Dunne introduces the play of the week Trouble on Pier 12. (Beer) Adv. © 10Oct52; KK80026.
- Visit the Schlitz exhibit. The beer that made Milwaukee famous. Adv. from Milwaukee sentinel, Feb. 17, 1952, p. 48. Appl. author: Young & Rubicam, inc. © 17Feb52; KK76619.
- We'll be seeing you all over America. The beer that made Milwaukee famous. Schlitz. Adv. from Wisconsin vacation guide, 1952 annual ed., p. 5. Appl. author: Young & Rubicam, inc. © 15Feb52; KK76629.
- We're often asked why Schlitz tastes better than any other beer ... If you like beer you'll love Schlitz. Adv. from Milwaukee sentinel, July 28, 1952, p. 3. Appl. author: Leo Burnett Co., inc. © 28Jul52; KK76127.
- What 18 karat says for gold, Schlitz says for you. The beer that made Milwaukee famous. Adv. from Wisconsin beverage journal, May 1952, p. 17. Appl. author: Young & Rubicam, inc. © 5May52; KK76617.
- What sterling says for silver, Schlitz says for you. The beer that made Milwaukee famous. Adv. from Wisconsin beverage journal, June 1952, p. 7. Appl. author: Young & Rubicam, inc. © 5Jun52; KK76616.
- Will they be back for more? The answer is yes if you serve them Schlitz. The beer that made Milwaukee famous. Adv. from Wisconsin beverage journal, Apr. 1952, p. 31. Appl. author: Young & Rubicam, inc. © 5Apr52; KK76624.
- Will they be back for more? The answer is yes when the beer is Schlitz. Adv. from Beer distributor, Apr. 1952, p. 30. Appl. author: Young & Rubicam, inc. © 15Apr52; KK76623.
- You'll love Schlitz, the beer that made Milwaukee famous. (Woman with bottle cap) Poster. (Its Design no. 5107-A3) Appl. author: Leo Burnett Co., inc. © 20Oct52; KK79484.
- SCHLUMBOHM, PETER.
Automatically clean for the next brewing. KK75584. SEE Chemex Corporation.
- A chilling Pyrex pitcher; the Fahrenheit BTU-ty holds a quart of drinks and a quart of ice in perfect heat-exchange relation. KK80081. SEE Chemex Corporation.
- An extension of your kitchen refrigerator throughout the home. KK80082. SEE Chemex Corporation.

For your secretary or whoever is around Monday mornings. KK80559. SEE Chemex Corporation.

Teamex, a masterpiece in Pyrex brand glass. KK80083. SEE Chemex Corporation.

SCHMIDT BAKING COMPANY, INC. ©. Blue Ribbon enriched bread. Schmidt's. Label. © 60Oct52; KK79697.

SCHNEIDER, RUDY. Turning calculator. KK76951. SEE Lodge and Shipley Company.

SCHNEIDER, RUTH MANSFIELD ©. For baby's bath, apron for mother, towel for baby. Mansfield Baby Blotter apron towel. Sheet. © 10Oct51 (in notice: 1952); KK77761.

SCHOENEMAN (J.) INC. ©. Around the clock the sport suit of your life Lin-o-weve. (Men's clothing) Poster. Appl. author: Charles Cahn. © 12Sep52; KK77305.

Bahama wash 'n wear. Sensational Dacron-Nylon summer suit. (Men's clothing) Adv. from Daily news record, Sept. 4, 1952, p. 4 and 5. Appl. author: Charles Cahn. © 4Sep52; KK77529.

Bahama wash 'n wear dacron and nylon summer suit. (Men's clothing) Sheet. Appl. author: Charles Cahn. © 12Sep52; KK77306.

Bahama wash 'n' wear dacron-nylon cool summer suit. (Men's clothing) Card. Appl. author: Charles Cahn. © 15Sep52; KK77455.

Baku-Weve summer suit tailored by Doncaster. (Men's clothing) Sheet. Appl. author: Charles Cahn. © 18Sep52; KK77456.

Cool magic. Will-o-wisp dacron. (Men's clothing) Folder. Appl. author: Charles Cahn. © 12Sep52; KK77304.

Cold wave coming. Air Cooled Aerzone summer suit. (Men's clothing) Folder. Appl. author: Charles Cahn. © 7Nov52; KK79330.

Doncaster Cords icy cool summer suit. (Men's clothing) Card. Appl. author: Charles Cahn. © 18Sep52; KK77454.

Fabulous Doncaster dacron and worsted summer suit. Cool Magic. (Men's clothing) Folder. Appl. author: Charles Cahn. © 21Sep52; KK79300.

Here comes the ice man. Calcutta Cords icy cool summer suit. (Men's clothing) Card. Appl. author: Charles Cahn. © 4Sep52; KK77823.

Kingsridge newspaper mats for fall suitings 1952. (Men's suits) Folder. Appl. author: Charles Cahn. © 23Jul52; KK75496.

Very Coolly Yours. Meet the smartest cool man in Kansas City. Imported Coronado. (Men's clothing) Folder. Appl. author: Charles Cahn. © 19Sep52; KK77847.

Very Coolly Yours imported Coronado. (Men's clothing) Card. Appl. author: Charles Cahn. © 4Sep52; KK77824.

Worth looking into. Picture yourself in a custom fabric Kingsridge suit. (Men's clothing) Folder. Appl. author: Charles Cahn. © 12Sep52; KK77308.

Worth looking into. You'll look your best wearing a Doncaster purebred worsted suit. (Men's clothing) Folder. Appl. author: Charles Cahn. © 12Sep52; KK77307.

SCHOENEWALD, LOUIS CHARLES. [Color photo of packages of frozen fruits and vegetables] KK77627. SEE Rich Plan Corporation.

[Color photo of pies, poultry, ham, bacon, etc.] KK77625. SEE Rich Plan Corporation.

[Color photo showing various cuts from side of beef] KK77624. SEE Rich Plan Corporation.

Food for four for one year. KK77504. SEE Rich Plan Corporation.

The great Rich plan. KK77628. SEE Rich Plan Corporation.

The Rich plan. SEE Rich Plan Corporation.

Typical cuts from a half of beef. KK77623. SEE Rich Plan Corporation.

SCHOLL, William Mathias. SEE Scholl Manufacturing Company, inc.

SCHOLL MANUFACTURING COMPANY, INC. Chlorophyll treated insoles. Dr. Scholl's Cloro-vent foam insoles. Label. Appl. author: William M. Scholl. © The Scholl Mfg. Co., inc.; 18Apr52; KK77160.

A gift that's appreciated all year round. Dr. Scholl's slippers ... Folder. Appl. author: William Mathias Scholl. © The Scholl Mfg. Co., inc.; 10Oct52; KK79222.

A peek at fall. Dr. Scholl's Foot Comfort shoes. Folder. Appl. author: William M. Scholl. © The Scholl Mfg. Co., inc.; 1Jul52; KK75956.

Poroplast, porous elastic adhesive bandage. The first and only non-perforated, ventilating, porous stretch adhesive bandage. Folder. Appl. author: William Mathias Scholl. © The Scholl Manufacturing Co., inc.; 12Jun52 (in notice: 1951); KK75534.

SCHREIBER, ALLEN B. Hog feed. Lassy. KK76035. SEE Schreiber Mills, inc.

Lassy egg feeds. KK76996. SEE Schreiber Mills, inc.

Sweet Lassy cattle supplement. KK76700. SEE Schreiber Mills, inc.

SCHREIBER, Gustaf and Lillian Schreiber, d.b.a. Associated Foods. SEE Associated Foods.

SCHREIBER, Lillian and Gustav Schreiber, d.b.a. Associated Foods. SEE Associated Foods.

SCHREIBER MILLS, INC. ©. Hog feed. Lassy. 50 lbs. net. cBag; Label. Appl. author: Allen Schreiber. © 4Aug52; KK76035.

Lassy egg feeds. 50 lbs. net. Label. Appl. author: Allen B. Schreiber. © 20Aug52; KK76996.

Sweet Lassy cattle supplement. (Cattle feed) Label. Appl. author: Allen Schreiber. © 18Aug52; KK76700.

SCHULTZ, RICHARD ROBERT. Get on the brand wagon ... Beat the bugaboo of red tape, buy automatically. KK75085. SEE Osborn Manufacturing Company.

SCHULTZ COMPANY ©. Now, dust-resistance, lustrous beauty for your indoor plants. Plant Shine. Adv. from Good housekeeping, Nov. 1952, p. 247. Appl. author: Rowland Walter Bickelhaupt. © 20Oct52; KK79873.

Now, you can make your plants beautifully lustrous and dust-free for life, with amazing new Schultz-Instant Plant Shine. (Liquid polish for plant leaves) Adv. from St. Louis post-dispatch, Aug. 5, 1952, p. 3B. Appl. author: Rowland Walter Bickelhaupt. © 5Aug52; KK76686.

Permanent lustre, dust-resistance for life with only one application. Plant Shine. (Plant lusterizer) Adv. from the Florists' review, Nov. 13, 1952, p. 59. Appl. author: Rowland Walter Bickelhaupt for Schultz Co. © 13Nov52; KK80656.

You saw it in Parade of Progress, here it is. Amazing new scientific discovery. Schultz Instant Plant Shine. (Plant lusterizer) Adv. from Chicago sun-times, Oct. 30, 1952, p. 35. Appl. author: Rowland Walter Bickelhaupt for Schultz Co. © 30Oct52; KK79510.

SCHULZ, L. L. Father's Day June 15th; we're buying Interwoven socks for our dad. KK77296. SEE Interwoven Stocking Company.

SCHUMAN, JOHN. Guaranteed, the coffee lover's coffee. KK75831. SEE Old Dutch Coffee Company, inc.

SCHUSTER, JOSEPH. No-Mist stick; an anti-fog concentrate. KK80393. SEE Warren Enterprises.

SCHUSTER, NORMAN C. Cutting tools catalog no. 20. KK78445. SEE Severance Tool Industries, inc.

SCHWARTZ, NATHAN RODNEY. Come and see our handsome new Swivelier vogue-lites for adjustable direct and indirect lighting. KK76916. SEE Swivelier Company, inc.

Swivelier universally adjustable vogue-lites for direct and indirect lighting. KK76914. SEE Swivelier Company, inc.

Swivelier vogue-lites offer these eye-deal features ... KK76915. SEE Swivelier Company, inc.

Vogue-Lites. KK76917. SEE Swivelier Company, inc.

SCIENTIFIC APPARATUS MAKERS ASSOCIATION. LABORATORY EQUIPMENT DIVISION ©. Can you guess what this is? There are times when no guess is good enough. (Laboratory equipment) Adv. from the Nation's schools, Oct. 1950, p. 147. Appl. author: Richard H. Brady Co., inc. © 20Sep50; KK78701.

- SCIENTIFIC LUBRICANTS COMPANY ©.**
Solve your toughest lubrication problems. Just add Motor Mica anti-friction compound to your heavy oils and greases. Sheet. Appl. author: Edward C. Kennedy. © 1Nov52; KK79680.
- SCOTCH BONUS PLAN ©.**
Free, free through the magic of Scotch bonus bonds. Poster. © 24Oct52; KK79367.
- SCOTT, GEORGE GILBERT ©.**
The Master Cube visual method. (Educational blocks with grooves) Folder. © 9Jun52; KK75365.
Sure you want to learn the alerted 3rd R. (Teaching devices for mathematics) Folder. © 7Nov52; KK79981.
- SCOUT-TEX, INC. ©.**
Another famous Scout-Text first. (Children's play clothes) Adv. from Infants' and children's review, Mar. 1952, p. 63. Appl. author: Friend-Sloane Advertising, inc. © 25Feb52; KK75333.
- SCUDDER SYRUP COMPANY ©.**
Maple Farm brand cane & maple syrup. 12 fl. ozs. Label. Appl. author: Josephine K. Cirese. © 11Aug52; KK76443.
- SEA GEAR, INC. ©.**
Save tempers and sea gull proof your boat. C & C. (Sea gull proofer kit) Folder. Appl. author: Ralph S. Cochran. © 15Dec51; KK75726.
- SEALED POWER CORPORATION ©.**
American hammered Krome-Oil piston ring set. Label. Appl. author: Paul C. Johnson. © 10Dec52; KK80107.
Here's what to do if your car or truck smokes too much ... Sealed Power piston rings. Adv. from Look. Appl. author: Arthur F. Otis. © 6May52; KK75930.
Let me tip you off about how to save oil, save gas, and restore engine power. Sealed Power Kromex piston rings. Adv. from the Saturday evening post, Sept. 6, 1952, p. 131. Appl. author: Arthur F. Otis. © 4Sep52; KK77696.
Let me tip you off about how to save oil, save gas, and restore power in post-war cars. Sealed power Kromex piston rings. Adv. from Capper's farmer, Sept. 1952, p. 65. Appl. author: Arthur F. Otis. © 25Aug52; KK77394.
Let's talk about how to make your engine save oil, save gas, and last longer. Sealed Power piston rings. Adv. from Quick, Sept. 22, 1952, p. 2-3 of cover. Appl. author: Arthur F. Otis. © 18Sep52; KK77984.
- SEAMAN, FRED H. ©.**
Pitch-n-Putt. Two games of skill with many a thrill. (Bean bag and golf putting game) Label. © 13Oct52; KK78212.
Pitch-n-Putt. Two games of skill with many a thrill. (Bean bag and golf putting game) Sheet. © 13Oct52; KK78213.
- SEARLE (G. D.) AND COMPANY ©.**
Dramamine brand of Dimenhydrinate. (Pharmaceuticals) Folder. © 24Mar52; KK79881.
Fadrenal brand of hydrocortisone. (Pharmaceuticals) Folder. © 24Sep52; KK77756.
- SEARS, ROEBUCK AND COMPANY ©.**
Posture-Matic. (Clothing) Wall chart. © 3Jul52; KK79885.
Tailored-to-order clothes of smart distinction for men and young men; satisfaction guaranteed. Spring and summer 1952. 15 p. © 22Jan52; KK79847.
- SEBERHAGEN, INC.**
Pickles of the month sale; Piedmont sweet whole pickles at special savings this month only. KK80286.
SEE Famous Virginia Foods, inc.
- SEBEWAING BREWING COMPANY ©.**
Sebewaing beer. Contents 12 fl. oz. Label. Appl. author: A. E. Mast. © 20Oct52; KK78674.
- SECURITY INSURANCE COMPANY OF NEW HAVEN ©.**
Crime coverages for commercial clients. Agency sales bulletin. (Insurance) Folder. Appl. author: Wilson, Haight & Welch, inc. © 10ct52; KK78443.
Proposal for protection against crime ... (Insurance) Folder. Appl. author: Wilson, Haight & Welch, inc. © 10ct52; KK78444.
Sell the great middle market for liability. Agency sales bulletin. (Insurance) Folder. Appl. author: Wilson, Haight & Welch, inc. © 1Jul52; KK75560.
- SEEMAN, JAMES.**
Orton plantation. KK78422. SEE Murals, inc.
- SEEMAN BROTHERS, INC. ©.**
Fabulous new Nylast. Doubles the life of nylons. (Stocking preserver) Adv. from Super market merchandising, Sept. 1952, p. 84-85. Appl. author: William H. Weintraub & Co., inc. © 5Sep52; KK77482.
Fabulous new Nylast. (Stocking preserver) Adv. from Grocer-graphic, Sept. 9, 1952, p. 18-19. Appl. author: William H. Weintraub & Co., inc. © 9Sep52; KK77249.
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New fabulous Nylast. Doubles the life of nylons. (Stocking preserver) Adv. from the Grocers' spotlight, Sept. 12, 1952, p. 5. Appl. author: William H. Weintraub & Co., inc. © 12Sep52; KK77483.
- SELBY SHOE COMPANY ©.**
Compare and you'll wear Easy Goers. A Selby shoe. Adv. from Charm, Apr. 1952, p. 50. Appl. author: Weiss & Geller, inc. © 1Apr52; KK77585.
Compare and you'll wear Styl-eez. A Selby shoe. Adv. from Harper's bazaar, Mar. 1952, p. 98. Appl. author: Weiss & Geller, inc. © 1Mar52; KK77589.
Compare and you'll wear Styl-eez. A Selby shoe. Adv. from Mademoiselle, Apr. 1952, p. 44. Appl. author: Weiss & Geller, inc. © 4Apr52; KK77591.
Compare and you'll wear Styl-eez flats. A Selby shoe. Adv. from Mademoiselle, Mar. 1952, p. 71. Appl. author: Weiss & Geller, inc. © 1Mar52; KK77587.
- Compare and you'll wear Styl-eez pumps. A Selby shoe. Adv. from Harper's bazaar, Feb. 1952, p. 82-83. Appl. author: Weiss & Geller, inc. © 1Feb52; KK77583.
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- Selby Arch Preserver Active Moderns. (Shoes) Adv. from Mademoiselle, Apr. 1952, p. 46. Appl. author: Weiss & Geller, inc. © 1Apr52; KK77586.
- Selby Arch Preserver casuals. (Shoes) Adv. from Charm, May 1952, p. 44. Appl. author: Weiss & Geller, inc. © 1May52; KK77584.
- Selby Arch Preserver shoe. Adv. from Harper's bazaar, Sept. 1952, p. 88. Appl. author: Weiss & Geller, inc. © 1Sep52; KK77967.
- Selby Arch Preserver shoes take your fashion at ease. (Shoes) Adv. from Ladies' home journal, Oct. 1952, p. 6. Appl. author: Weiss & Geller, inc. © The Selby Shoe Co.; 10ct52; KK79156.
- The 6 jewels of fashion. Styl-eez, a Selby shoe. Adv. from Vogue, Sept. 15, 1952, p. 97. Appl. author: Weiss & Geller, inc. © 15Sep52; KK77968.
- Tapered Towners. New - the slim silhouettes, slender heels ... (Shoes) Adv. from Vogue, Oct. 1, 1952, p. 64. Appl. author: Weiss & Geller, inc. © The Selby Shoe Co.; 10ct52; KK79155.
- You'll walk younger, feel younger in these Selby Arch Preserver shoes. Adv. from Ladies' home journal, Apr. 1952, p. 154. Appl. author: Weiss & Geller, inc. © 1Apr52; KK77592.
- SELMER (H. AND A.) INC. ©.**
Pianoramic styling, presented exclusively by Jesse French & Sons, builders of pianos of enduring quality since 1875. Folder. Appl. author: Francis Patrick Crowley. © 10ct52; KK79499.
- SENFT, Anna and Joseph Senft. SEE Midwest Bake Shop.**
- SENFT, Joseph and Anna Senft. SEE Midwest Bake Shop.**
- SERVAAS, Corena S., d.b.a. Cory Jane Originals. SEE Cory Jane Originals.**
- SERVEL, INC. ©.**
The year's most exciting new idea for modern living. Servel electric wonderbar. (Portable refrigerator) Adv. from Better homes & gardens, Oct. 1952, p. 227. Appl. author: Hicks & Greist, inc. © 25Sep52; KK78364.
The year's most exciting new idea for modern living. Servel electric Wonderbar, portable, silent refrigerator styled as smart furniture. Adv. from Better homes and

gardens, Oct. 1952, p. 227. Appl. author: Hicks & Greist, inc. © 25Sep52; KK79364.

SERVICE Station Supply, Division of Wilco Company. SEE Wilco Company. Service Station Supply Division.

SEVEN-UP COMPANY ©.

The all-family drink. Fresh up with Seven-Up. (Soft drink) Adv. from the Saturday evening post, Sept. 15, 1952, p. 141. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 10Sep52; KK77931.

The all-family drink. 7-Up. (Soft drink) Adv. from the Comic weekly, Chicago herald & American, Sept. 7, 1952, p. 5. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 7Sep52; KK77932.

The all-family drink, you like it, it likes you. 7 Up. (Soft drink) Adv. from Life, Aug. 25, 1952, center spread. Appl. author: J. Walter Thompson Co. © 22Aug52; KK77140.

Fresh up with 7-Up. Buy it by the case. (Soft drink) Adv. from the Comic weekly, the Chicago herald and American, Oct. 5, 1952, p. 4. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 5Oct52; KK78795.

Thank you, doctor ... Seven-up. (Soft drink) Adv. from the Journal of the American Medical Association, Aug. 16, 1952, p. 45. Appl. author: J. Walter Thompson Co. © 14Aug52; KK77139.

Try a cool float. 7 Up. (Soft drink) Adv. from the Comic weekly (Chicago herald and American), July 6, 1952, p. 2. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 6Jul52; KK75408.

Try a Seven-Up float. Fresh up with Seven-Up. (Soft drink) Adv. from Life, June 23, 1952, p. 76-77. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 20Jun52; KK75138.

You like it; it likes you. Fresh up with Seven-Up. (Soft drink) Adv. from Ladies' home journal, July 1952, p. 67. Appl. author: J. Walter Thompson Co. © The Seven-Up Co.; 27Jun52; KK75410.

SEVERANCE TOOL INDUSTRIES, INC. ©. Cutting tools catalog no. 20. Severance. (Machine cutting tools) 34 p. Appl. author: Norman C. Schuster. © 8Sep52; KK78445.

SEVERIN, GORDON H. Styled occasionals. KK78512. SEE Chair House, inc.

SEYMOUR, RAYMOND B. Ampcoflex a self-supporting material for corrosion-proof construction. KK78518. SEE Atlas Mineral Products Company.

SHAFFER, EUGENE W. Suggestions for correct field installations; Evis water conditioners. KK80191. SEE Evis Manufacturing Company.

SHAFFER, JOHN. Dole Hawaiian frozen fresh pineapple chunks. KK78923. SEE Dole Sales Company.

Dole unsweetened Hawaiian frozen concentrated pineapple juice. KK78924. SEE Dole Sales Company.

SHAFFER, FRANK LESLIE ©. Learn to drive. (Auto driving instructions) Card. © 3Apr52; KK76081.

Learn to drive with confidence and skill on the very first lesson. (Auto driving instructions) Card. © 18May52; KK76080.

Learn to drive with the 3 magic keys. (Auto driving instructions) Card. © 20May52; KK76079.

SHANDER, Benjamin and S. A. Shander, owners Benjamin Shander, inc. SEE Shander (Benjamin) inc.

SHANDER (BENJAMIN) INC. Ann-Lee has an important message for you. Ann-Lee blouses. Folder. © Benjamin Shander, inc., Benj. Shander & S. A. Shander, owners; 10Sep52; KK78319.

SHANDER, S. A. and Benjamin Shander, owners Benjamin Shander, inc. SEE Shander (Benjamin), inc.

SHARP AND DOHME, INC. ©. Billions of new red blood cells. Hytole-12. (Pharmaceuticals) Adv. from American druggist, Aug. 18, 1952, p. 4 of cover. Appl. author: Edmond G. Thomas. © 18Aug52; KK77811.

How physicians control diarrhea three ways at once. Cremosuxidine. (Pharmaceuticals) Adv. from American druggist, July 21, 1952, p. 4 of cover. Appl. author: Edmond G. Thomas. © 21Jul52; KK75933.

If reducing exercises only worked. Altopose tablets, propadrine, thyroid, and Delvinal. (Pharmaceuticals) Adv. from American druggist, June 23, 1952, p. 4 of cover. Appl. author: Edmond G. Thomas. © 23Jun52; KK76381.

The modern look will bring you new prescription sales. (Prescription projector) Adv. from American druggist, Apr. 28, 1952, p. 4 of cover. Appl. author: Edmond G. Thomas. © 28Apr52; KK75349.

Penicillin for small fry without the needle. Penalev. (Pharmaceuticals) Adv. from American druggist, Sept. 15, 1952, p. 4 of cover. Appl. author: Edmond G. Thomas. © 15Sep52; KK77843.

Potency in micrograms. Redisol. (Pharmaceuticals) Adv. from American druggist, Oct. 13, 1952, p. 4 of cover. Appl. author: Edmond G. Thomas. © 13Oct52; KK78496.

To boost sales and profits, a modern up-to-date prescription department. (Pharmaceuticals) Adv. from American druggist, May 26, 1952, p. 4 of cover. Appl. author: Edmond G. Thomas. © 26May52; KK74950.

SHASTEN, DON ©. Majorette laundry bag; ideal for grown-ups, students and kiddies. Santa's pants. Card. © 21Oct52; KK80399.

SHAW, IRVING F.

For more rapid and sustained results in hypochromic and nutritional anemias -- Rhodaplex capsules; Rhodalix elixir. KK76497. SEE Vitarine Company, inc.

Price changes and additions to catalog no. 512A, effective September 1, 1952. KK77700. SEE Vitarine Company, inc.

Vitarine pharmaceuticals. KK80632. SEE Vitarine Company, inc.

SHAW, JOHN FREEMONT ©. A & B thrift stamps. It pays to save. (General merchandise) Stamp folder. © 2May52; KK75551.

SHAW AND SLAVSKY, INC. ©. Introducing store hours 9:30 a.m. to 6:15 p.m. ... (Display signs) Sheet. Appl. author: Robert J. Slavsky. © 1Jul52; KK76772.

No more hidden greens. Ajust-A-Holder, easy-acting, adjustable holder for rubber greens. Sheet. Appl. author: Robert J. Slavsky. © 1Jul52; KK76770.

They're here in 4 heights and in plastic. The new Shaw & Slavsky island identification units. Sheet. Appl. author: Robert J. Slavsky. © 1Jul52; KK76771.

SHAWCROSS, ROY. The flashing smile. KK77268. SEE R. and S. Chemical Company, inc.

SHEARER, CARL L. ©. Fast way template. (Templates for mounting wall cabinets) Sheet. © 28Apr52; KK77666.

SHELDON Electric Company, Division of Allied Electric Products, inc. SEE Allied Electric Products, inc. Sheldon Electric Company Division.

SHELL OIL COMPANY ©. Biggest barbecue. Shell. (Lubricant) Adv. from the Saturday evening post, June 28, 1952, p. 2. Appl. author: J. Walter Thompson Co. © 25Jun52; KK77014.

Climate as you want it. Shell. (Lubricant) Adv. from the Saturday evening post, July 26, 1952, p. 2. Appl. author: J. Walter Thompson Co. © 23Jul52; KK77015.

Lightweight metal. T1 right for flight. It hardly takes magic to make titanium fly. (Petroleum) Adv. from the Saturday evening post, Aug. 23, 1952, p. 2. Appl. author: J. Walter Thompson Co. © 20Aug52; KK77794.

Packaged for good living. (Lubricants) Adv. from the Saturday evening post, Oct. 18, 1952, p. 2. Appl. author: J. Walter Thompson Co. © 15Oct52; KK80038.

Steel fingers with a tender touch. Steel fingers now pick King Cotton ... (Lubricants) Adv. from the Saturday evening post, Sept. 20, 1952, p. 2. Appl. author: J. Walter Thompson Co. © 17Sep52; KK79255.

Wasp nest in East Hartford. (Lubricants) Adv. from the Saturday evening post, Nov. 15, 1952, p. 2. Appl. author: J. Walter Thompson Co. © 12Nov52; KK80034.

Weaving fabrics from wood and coal. Shell research leads to finer products, more for your money. (Lubricants) Adv. from the Saturday evening post, May 31, 1952, p. 2. Appl. author: J. Walter Thompson Co. © 28May52; KK74973.

SHERMAN, CHESTER E. Protect your floor mat with Wizard heel protector. KK76313. SEE Western Auto Supply Company.

SHERWIN-WILLIAMS COMPANY ©. Now you've twice the reason to insist on the best house paint you can buy. Sherwin-Williams paint. Adv. from the Saturday evening post, Sept. 13, 1952, p. 144. Appl. author: Kenneth E. Moore. © 10Sep52; KK77260.

SHEVLO, ALLAN. Awaken your sleeping beauty with new amazing Miss Clairol. SEE Clairol, inc.

SHEVLO, ALLAN. Cont'd.

"Here is Hollywood's best known secret!" KK77314. SEE Clairiol, inc.

SHOE CORPORATION OF AMERICA ©.

Gold Room. (Shoe boxes) Label. Appl. author: Hoague-Sprague Corp. © 7Aug52; KK76243.

SHONTEX COMPANY.

The secret of soft healthy-looking hair is deep cleansing. Shontex formula. (Hair and scalp formula) Adv. from Los Angeles times, Aug. 21, 1952. Appl. author: Herbert Owen Patterson. © The Shontex Co.; 21Aug52; KK78366.

Shontex deep cleansing is secret of hair beauty. Shontex formula. (Hair and scalp formula) Adv. from San Diego union, Aug. 28, 1952. Appl. author: Herbert Owen Patterson. © The Shontex Co.; 28Aug52; KK78365.

Shontex gives benefits of deep cleansing hot oil treatments without heat. Shontex formula. (Hair and scalp formula) Adv. from Los Angeles examiner, Aug. 28, 1952. Appl. author: Herbert Owen Patterson. © The Shontex Co.; 28Aug52; KK78368.

SICKMAN, EDISON C.

Atlstavon for steel vessels, Atlstiseal for concrete tanks. KK75676. SEE Atlas Mineral Products Company.

Corrosion-proof cements, for acids, alkalies, solvents, greases ... KK75678. SEE Atlas Mineral Products Company.

JC-60 plastic base sewer joint compound stops roots. KK75677. SEE Atlas Mineral Products Company.

SIGULAR INSPECTOSCOPE COMPANY ©.

Inspectoscope. (Electronic machine) 103 p. Appl. author: Robert P. Hoffman. © 15Sep52; KK78424.

SIEBERT, Julius. SEE Siebert, R. L.**SIEBERT, R. L. ©.**

Siebert's holly range. Plant holly, the festive tree of gardens. Make everyday a holiday with holly. Label. Appl. author Julius Siebert. © 15Apr52; KK75160.

SIGNET CLUB PLAN ©.

An easy way to get up to \$72 worth of household goods as a reward. Mirro, the finest aluminum. (Household goods, equipment, appliances) Sheet. Appl. author: William H. Doty. © 30Apr52; KK75657.

SILBERSTEIN, ALFRED J.

Solution to a woman's problem. KK78176. SEE Poust (Jack) and Company, inc.

This is you in a Worsted-Tex British lounge model. SEE House of Worsted-Tex, inc.

SILVAPLATE CORPORATION ©.

Lovers of fine silver will love Silva products. (Silver plating, polishes, solutions, lacquers, etc.) Folder. Appl. author: Alan L. Grey. © 1Apr51; KK80576.

SILVER, BENJAMIN W.

Dasco the greatest name in locksmiths' supplies. SEE Silver (D.) Hardware Company, inc.

SILVER (D.) HARDWARE COMPANY, INC. ©.

Dasco the greatest name in locksmiths' supplies. (Hardware) 24 p. Appl. author: Benjamin W. Silver. © 2Jul52; KK78248.

Dasco the greatest name in locksmiths' supplies. (Hardware) 47 p. Appl. author: Benjamin W. Silver. © 19Mar52; KK78243.

SILVERS, LOUIS.

Official Cecchetti record. KK77581. See Stepping Tones.

SIMONS, HARRIET W.

Nylon Soc-pak. KK77058. SEE Bishop's Mills, inc.

SIMMONS COMPANY. ©.

An open letter to physicians about the new Simmons extra-firm model Beautyrest mattress. Adv. from Journal of A. M. A., Apr. 19, 1952, p. 15. Appl. author: Young & Rubicam, inc. © 17Apr52; KK76613.

Smart way to buy a sofa, buy a Hide-A-Bed. Adv. from Life, May 12, 1952. Appl. author: Young & Rubicam, inc. © 9May52; KK76615.

Taking the mystery out of mattress-buying. Beautyrest. Adv. from Life, May 19, 1952, p. 167. Appl. author: Young & Rubicam, inc. © 16May52; KK76614.

2 great ideas for brides in 1952. Simmons. Hide-A-Bed. (Bed and mattresses) Adv. from Bride's magazine, spring 1952, p. 42-43. Appl. author: Young & Rubicam, inc. © 15Jan52; KK76586.

SIMMONS Tours, owners of Gateway Tours. SEE Gateway Tours.

SIMMS, IRWIN.

Direct acting flow rate regulators. KK76268. SEE Kates (W. A.) Company.

SIMON AND GWYNN.

American Ace coffee's Temp-Roast method of roast regulation assures coffee of exceptional flavor vigor. KK80106. SEE American Tea and Coffee Company.

SIMONIZ COMPANY ©.

Bodysheen. The one step cleaner-polish. Simoniz Bodysheen. Adv. from Chicago daily news, Aug. 14, 1952, p. 38. © 14Aug52; KK76531.

Now heal furniture scratches, wipe on a 3-months shine. HiLite. (Furniture polish) Adv. from the Detroit times, Sept. 17, 1952, p. 17. © 17Sep52; KK78535.

SIMONS, HARRIET W.

Argyle Soc-pak. KK77057. SEE Bishop's Mills, inc.

SIMONS-MICHELSON COMPANY.

It can matter to you whether the cold rolled steel you buy is sheet, strip or Sh-Rip. KK77778. SEE Detroit Steel Corporation.

Sh-Rip, a brand new name in steel. KK76826. SEE Detroit Steel Corporation.

Steel Strip for relief of variation headaches. KK79623. SEE Detroit Steel Corporation.

What you get besides width in Reliance steel strip uniformity. KK75822. SEE Detroit Steel Corporation.

When you buy cold rolled strip, what do you get besides width? KK74981. SEE Detroit Steel Corporation.

When you need cold rolled steel under 24" wide, and especially 12" and narrower you'll save by buying strip. KK79034. SEE Detroit Steel Corporation.

SIMPSON (HERBERT W.) INC. ©.

Hunting? Bank loans. Our bank is the logical place to bring your financial problems. Blotter. (S-752) © 29Jul52; KK76834.

Now is the time to start saving ... at our bank. Blotter. (H-752) © 29Jul52; KK76837.

Remember the tortoise. There's one sure way to save ... at our bank. Blotter. (W-752) © 29Jul52; KK76838.

SINCLAIR COAL COMPANY ©.

King coal. Count on me for dependability. Letterhead. Appl. author: Jack E. Bernet. © 16Sep52; KK79627.

SINGER MANUFACTURING COMPANY.

Compare. No other machine in all the world gives you all these Singer advantages. (Sewing machine) Adv. from Living for young homemakers, Mar. 1952, p. 69. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 20Feb52; KK75101.

Cut your sewing room costs with Singer automatic chain cutters. Folder. (Form no. 1163MT(652)) Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 1Aug52; KK76273.

Fittings for machines of 402W class. Index. (Sewing machines) Sheet. (Form 3302-1 MT (352)) © The Singer Manufacturing Co.; 20Nov52; KK80236.

Fittings for machines of class 402W. (Industrial machines) Sheet. (Form 3302-2 MT (352)) © The Singer Manufacturing Co.; 20Nov52; KK80237.

Fittings for machines of class 402W. (Industrial machines) Sheet. (Form 3302-3 MT (352)) © The Singer Manufacturing Co.; 20Nov52; KK80238.

Fittings for machines of class 402W. (Industrial machines) Sheet. (Form 3302-4 MT (352)) © The Singer Manufacturing Co.; 20Nov52; KK80239.

Fittings for machines of class 402W. (Industrial machines) Sheet. (Form 3302-5 MT (352)) © The Singer Manufacturing Co.; 20Nov52; KK80240.

Fittings for machines of class 402W. (Industrial machines) Sheet. (Form 3302-6 MT (352)) © The Singer Manufacturing Co.; 20Nov52; KK80241.

Fittings for machines of class 402W. (Industrial machines) Sheet. (Form 3302-7 MT (352)) © The Singer Manufacturing Co.; 20Nov52; KK80242.

Fittings for machines of class 402W. (Industrial machines) Sheet. (Form 3302-8 MT (352)) © The Singer Manufacturing Co.; 20Nov52; KK80243.

Fittings for machines of class 402W. (Industrial machines) Sheet. (Form 3302-9 MT (352)) © The Singer Manufacturing Co.; 20Nov52; KK80244.

Fittings for machines of class 402W. (Industrial machines) Sheet. (Form 3302-10 MT (352)) © The Singer Manufacturing Co.; 20Nov52; KK80245.

Fittings for machines of class 402W. (Industrial machines) Sheet. (Form 3302-11 MT (352)) © The Singer Manufacturing Co.; 20Nov52; KK80246.

Fittings for machines of class 402W. (Industrial machines) Sheet. (Form 3302-12 MT (352)) © The Singer Manufacturing Co.; 20Nov52; KK80247.

Fittings for machines of class 402W. (Industrial machines) Sheet. (Form 3302-13 MT (352)) © The Singer Manufacturing Co.; 20Nov52; KK80248.

For furniture and automobile upholstery, padding, leather coats ... Singer 111w155 single needle, lock-stitch ... (Sewing machines) Sheet. (Form 1155 MT 652) Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 1Aug52; KK76191.

For quicker, stronger closing of filled bags or sacks, Singer 146 class machines. (Sewing machines) Folder. (Form 1164MT (752)) Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 5Aug52; KK76468.

For your two-thread multiple-needle chainstitch operations, Singer class 109. (Sewing machines) Folder. (Form 1171 MT 652) Appl. author: The Singer Mfg. Co., employer for hire. © The Singer Manufacturing Co.; 1Aug52; KK76190.

Free. Learn to make a \$10 dress look like a \$100 dress. Singer. (Sewing machines) Adv. from McCall's, Feb. 1952, p. 124-125. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 24Jan52; KK75324.

How to make clothes fit better and out dressmaking time in half. Singer. (Sewing machines) Adv. from Simplicity fall and winter pattern book, p. 96. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 15Aug52; KK79670.

Look, no attachments. New fashion stitches, so simple on a Singer. (Sewing machines) Adv. from the Progressive farmer, Sept. 1952, p. 97. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 25Aug52; KK79668.

Make your present wardrobe look glamorously new. Singer. (Sewing machines) Adv. from Seventeen, July 1952, p. 27. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 1Jul52; KK79669.

New fashion stitches, so simple on a Singer, no attachments needed. (Sewing machines) Adv. from Simplicity fall and winter pattern book, p. 77. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 15Aug52; KK79671.

New versatility. Singer 400w31 single-needle lockstitch machine.

Folder. (Form no. 1178MT (652)) Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 1Aug52; KK76274.

Singer high speed trimmer 706-1 for materials up to 1/4 inch. (Sewing machine) Sheet. © 29Aug52; KK77060.

Singer sewing machine, class 206K. Trims, finishes, and does ornamental ... stitching. Folder. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 19May52; KK79672.

You can do it better on a Singer. (Sewing machines) Adv. from Electricity on the farm, Mar. 1952, p. 23. Appl. author: The Singer Manufacturing Co., employer for hire. © The Singer Manufacturing Co.; 1Mar52; KK74982.

SIRMAV, EMERY J. Cleaner for floors, walls, stairways, woodwork, windows and general cleaning. KK76142. SEE Tropical Paint and Oil Company.

SKAGGS, BILL A. Another Spudnut pastry variety, Buttons & Bows. KK80134. SEE Pelton's Spudnuts, inc.

But I keep telling you Spudnuts taste better. KK80133. SEE Pelton's Spudnuts, inc.

Congratulations, it's a dozen Spudnuts. KK80135. SEE Pelton's Spudnuts, inc.

Don't miss this house, they're giving trick or treat Spudnuts. KK80140. SEE Pelton's Spudnuts, inc.

Even spelled backwards they're good; Spudnuts America's finest food confections. KK80130. SEE Pelton's Spudnuts, inc.

Everybody goes for Spudnuts. KK76699. SEE Pelton's Spudnuts, inc.

He hasn't vetoed since we gave him that bag of Spudnuts. KK80136. SEE Pelton's Spudnuts, inc.

He planted a Spudnut last spring. KK80139. SEE Pelton's Spudnuts, inc.

He spends his whole allowance on Spudnuts. KK80131. SEE Pelton's Spudnuts, inc.

I just traded my girl for a dozen Spudnuts. KK80137. SEE Pelton's Spudnuts, inc.

I tell ya he's throwing those light, fluffy Spudnuts. KK80138. SEE Pelton's Spudnuts, inc.

Just what your summer tummy ordered. SEE Pelton's Spudnuts, inc.

A new American eating habit, Chic'n Box. KK80129. SEE McNeil, David T.

Serve Spudnuts for party fun. KK80141. SEE Pelton's Spudnuts, inc.

Take home a dozen Spudnuts for a holiday treat. KK80132. SEE Pelton's Spudnuts, inc.

When "Two-Gun" comes home, give him Spudnuts. KK76698. SEE Pelton's Spudnuts, inc.

SKALA, LJUBOMIR WILLIAM ©. Engineers, architects, draftsmen, artists, students replace the drawing-ink bottle-stopper with Ink-needle and make filling of your

ruling-pen or lettering machine a pleasure instead of a mess. (Ink filling device) Sheet. © 10Oct52; KK78539.

Operating instructions for the Ink-needle. Sheet. © 10Oct52; KK79273.

SKAMSER, CLARENCE M. King size living room furniture. KK78799. SEE Grand Rapids House Furnishing Company.

SKELLY OIL COMPANY ©. Whooooo, yes you, says the Skelly owl. Switch to Skelly and save. (Oil) Adv. from Milwaukee Journal, Mar. 4, 1952, p. 7. Appl. author: Henri, Hurst & McDonald, inc. © 4Mar52; KK79546.

SKIPWITH, JOHN W. A-1 beer; a wonderful beer. KK76919. SEE Central Neon Company.

SKOLDBERG, CLARENCE. Neptune no-chafe mooring sleeve. KK75688. SEE Atlantic-Pacific Manufacturing Corporation.

The rubber cork canvas boat fender. KK75745. SEE Atlantic-Pacific Manufacturing Corporation.

SKYWAY LUGGAGE COMPANY ©. Vacationers with inside information choose Skyway. (Luggage) Adv. from Charm, July 1952, p. 16. Appl. author: Henry Kotkins. © 22Jun52; KK77646.

SLATNICK, HARRY A. Tom Thumb train town; the Fold-A-Way electric train layout children enjoy, and parents appreciate. KK77021. SEE Tom Thumb Train-town Corporation.

SLAVSKY, ROBERT J. Introducing store hours 9:30 a.m. to 6:15 p.m. ... KK76772. SEE Shaw and Slavsky, inc.

No more hidden greens. KK76770. SEE Shaw and Slavsky, inc.

They're here in 4 heights and in plastic. KK76771. SEE Shaw and Slavsky, inc.

SLENCIL COMPANY. Now to send sales soaring, the gift Slencil. (Automatic pencil) Sheet. Appl. author: C. G. Harris. © 21Oct52; KK78330.

SLOAN (ALBERT E.) INC. ©. Luxuria Celanese satin comforter, 100 o/o new wool. Duo-tone Cor-nation, Luxuria. Sheet. Appl. author: Herb Baker Advertising Agency. © 10Mar52; KK75210.

O-h-h-h. What a wonderful gift. (Furniture) Folder. Appl. author: Herb Baker Advertising Agency. © Albert E. Sloan, inc., t.a. Albert E. Sloan; 7Feb49; KK75328.

This entire folder is full of exciting shopper specials. (Dinnerware, watches, ball point pen, etc.) Folder. Appl. author: Herb Baker Advertising Agency. © Albert E. Sloan, inc., t.a. Albert E. Sloan; 16Apr48; KK75327.

Wear-Ever 50th anniversary celebration value. (Aluminum pressure cooker) Sheet. Appl. author: Herb Baker Advertising Agency. © Albert E. Sloan, inc., t.a. Albert E. Sloan; 10Oct49; KK75329.

SLOANE-BLABON CORPORATION ©. Now, here's the miracle floor that never needs scrubbing. It's

SLOANE-BLABON CORPORATION ©.

Cont'd.

Koroseal, easiest of all to install. (Floor & wall tile) Adv. from McCall's, Oct. 1952, p. 149. Appl. author: J. Walter Thompson Co. © 24Sep52; KK79608.

These new sparkling tile patterns are designed to stay cleaner longer. Here's a marvelous work-saver, Sloane Texfloor and Terano linoleum tile ... Adv. from American home, Nov. 1952, p. 79. Appl. author: J. Walter Thompson Co. © 25Oct52; KK79256.

SLOANE-BLABON Corporation, Division of Alexander Smith, inc. SEE Smith (Alexander) inc. Sloane-Blabon Corporation Division.

SMITH (ALEXANDER) INC. SLOANE-BLABON CORPORATION DIVISION ©.

Install it yourself. Sloane tile right over your old floor. (Linoleum tile) Poster. © 22Aug52; KK77992.

SMITH, DONALD ROBERT.

When it comes to easy peeling you can't beat Iron-ton Berlite for all leadle linings. KK78931. SEE Iron-ton Fire Brick Company.

SMITH, E. L.

America's fastest growing shampoo makes permanents out of date. KK79906. SEE Beauty Sales.

SMITH, Florence Kono, Alexander

Kono and Blanche Kono, d.b.a. The Kono Manufacturing Company. SEE Kono Manufacturing Company.

SMITH (JAMES L.) COMPANY ©.

The traveling check guide twins. Tuffy [and] Heppy. Another aid to business record handling. Folder. Appl. author: James L. Smith. © 23Aug52; KK76811.

SMITH, Matthew V., t.a. Flamingo. SEE Flamingo.

SMITH, R. L.

Essentialube, the modern motor conditioner. KK75640. SEE Hydrotex Industries.

SMITH, ROBERT H.

Hornung modernized brewing techniques mean T.A. for you. KK75291. SEE Hornung (Jacob) Brewing Company.

When you buy beer you want t.a., and you get it in Hornung. SEE Hornung (Jacob) Brewing Company.

SMITH, WALTER EVERETT.

The post that gives you most. KK76929. SEE Borg-Warner Corporation. Calumet Steel Division.

SMITH, WILBUR CURTIS ©.

The ultra in home-made candies; Kandie Kottage Kandies. (Candies) Sheet. © 25Jan52; KK79634.

SNAG-PRUF ZIPPER CORPORATION ©.

Gloria Swanson picks a new star ... Snag-Pruf the only zipper with the removable slider that acts as an emergency release. Adv. from New York times magazine section, Nov. 23, 1952, p. 8. Appl. author: Mervin Levine. © 23Nov52; KK79931.

Now Ely and Walker of St. Louis makes sure there will be no selling snags for these branded lines ... Snag-Pruf zipper. Adv. from Women's wear daily, Sept. 10, 1952, p. 41. Appl. author: Mervin Levine. © 10Sep52; KK77528.

now Ely & Walker of St. Louis makes sure there will be no selling snags for these branded lines ... Snag-Pruf zipper. Adv. from Women's wear daily, Sept. 10, 1952, p. 41. Appl. author: Mervin Levine. © 10Sep52; KK78314.

SNIVELY GROVES, INC. ©.

Florida Cypress Gardens grapefruit and orange sections for salad. Net wt. 1 lb. Label. Appl. author: H. S. Crocker Co., inc. © 12Dec50; KK80577.

Florida Cypress Gardens orange juice. Net contents 1 pt. 2 fl. oz. Label. Appl. author: H. S. Crocker Co., inc. © 12Dec50; KK80578.

SNOW (CORY) INC.

Electric motor driven, Powercar Junior. KK75212. SEE Mystic River Sales Company.

SNUDHOOD CORPORATION ©.

Please read instructions carefully for best results. Your Snudhooks ... (Vehicular traction devices) Sheet. Appl. author: John M. Westrate. © 28Oct52; KK78717.

Remember last winter? Don't be stuck, get a pair of Snudhook. (Traction devices for wheels) Sheet. Appl. author: John M. Westrate. © 24Sep52; KK78041.

Snow or mud no problem. Snudhook. (Traction devices for wheels) Poster. Appl. author: John M. Westrate. © 24Sep52; KK78040.

SNYDER, WINIFRED S.

Don't put a cold in your pockets. KK77043. SEE International Cellucotton Products Company.

"It's easy to figure" says Little Lulu. KK77157. SEE International Cellucotton Products Company.

Kleenex pops up, too. KK77044. SEE International Cellucotton Products Company.

Little Lulu; and we'll carry the Kleenex pocket packs. KK77151. SEE International Cellucotton Products Company.

Little Lulu, by Marge. SEE International Cellucotton Products Company.

Little Lulu says: school kids love Kleenex pocket packs. KK77158. SEE International Cellucotton Products Company.

Meet the biggest Kleenex selling carnival in history. KK77374. SEE International Cellucotton Products Company.

Special sale on Kleenex. KK75820. SEE International Cellucotton Products Company.

Timely tips by Little Lulu. SEE International Cellucotton Products Company.

SOCIETY FOR THE PROPAGATION OF THE FAITH.

To Thee do we cry. (Promotional work) Card. © The Society for the Propagation of the Faith; 18Dec52; KK80666.

SOKOL AND COMPANY ©.

New summer Loretta Powers dessert recipes with Solo cake and pastry fillings. (Foods) Folder. Appl. author: R. R. Taylor. © 20Jun52; KK75860.

SOLAR AIRCRAFT COMPANY ©.

Shell mold castings of stainless alloys. 6 p. © 30Sep52; KK78426.

Solaramic process. A new means of conserving strategic materials ... (Ceramic coated metal parts) 24 p. © 30Sep52; KK78427.

SOLAR MANUFACTURING CORPORATION ©.

Get into the Solar system, capacitors since 1952. (Ceramic capacitors) Adv. from Tele-Tech, Sept. 1952, p. 163. Appl. author: John Rauche Johnson. © 15Aug52; KK80273.

SOLAR STEEL CORPORATION ©.

Your file on Solar Steel Corporation. Helpful information on Solar products and services. (Steel processing equipment) Folder. Appl. author: W. Robert Mitchell. © 18Oct52; KK79467.

SOLDATOS, GENE.

Look what Paragon de-frost-it offers to boost Christmas sales. KK78294. SEE Paragon Electric Company.

Paragon de-frost-it your brand name for profitable Christmas promotion. KK78295. SEE Paragon Electric Company.

Paragon time switches. SEE Paragon Electric Company.

Top seller in the nation's top stores. KK78204. SEE Paragon Electric Company.

You make extra money selling Paragon poultry time switches. KK78199. SEE Paragon Electric Company.

SOMMERS, JAMES B.

Rollo color by Luxor. KK78039. SEE Luxor Lighting Products, inc.

SORENSEN, CARL L.

Burgess marking tool speeds production, cuts costs. KK75992. SEE Burgess Vibrocrafters, inc.

Make hundreds of useful things with this new BVI electric jig saw. KK75993. SEE Burgess Vibrocrafters, inc.

New big profit maker for dealers everywhere. KK76130. SEE Burgess Vibrocrafters, inc.

SOUTH BEND LATHE WORKS ©.

14 1/2" South Bend precision lathes. Catalog 5220. Folder. © 24Jul52; KK75684.

Motion pictures on lathe operation. South Bend. Folder. © 23Sep52; KK78400.

9-inch countershaft driven precision lathes. Bench and floor type, models A, B, and C. Sheet. (Bull. 5226) © 21Jul52; KK75638.

Series 900 and series 1000 precision turret lathes. South Bend. Catalog 5225. Folder. © 22Sep52; KK78234.

16" precision lathes. South Bend. Catalog 5217. Folder. © 28Jul52; KK76141.

South Bend 7" precision shaper. Catalog 5209. Folder. © 22Sep52; KK78233.

10" precision lathes. 1" collet capacity ... Catalog 5235. 6 p. © 22Oct52; KK78986.

13" South Bend precision lathes. Catalog 5219. Folder. © 24Jul52; KK75683.

V-belt drive, South Bend lathes. Bulletin 5231E. Folder. © 21Oct52; KK78987.

V-belt drive, South Bend lathes.
Bulletin 5231EC. Folder.
© 21Oct52; KK78988.

V-belt drive, South Bend lathes.
Bulletin 5231. Folder. © 21Oct52;
KK78989.

SOUTHERN CALIFORNIA MUFFLER COMPANY.
Add it up. Belond Equa-Flow exhaust
systems. Adv. from Auto speed and
sport magazine, Dec. 1952, p. 46.
Appl. author: Jesse Seymour Belond.
© Southern California Muffler Co.,
a partnership composed of Jesse S.
Belond, Ruth M. Belond, Robert W.
Hedman and Donald F. Parrish;
19Nov52; KK78765.

Brother you paid for it. Belond Equa-
Flow exhaust systems. Adv. from
Auto speed and sport magazine, Oct.
1952, p. 8. Appl. author: Jesse
Seymour Belond. © Southern Califor-
nia Muffler Co., a partnership com-
posed of Jesse S. Belond, Ruth M.
Belond, Robert W. Belond and Donald
F. Parrish; 17Sep52; KK78767.

Horses, horses, horses. Hard to be-
lieve but they can be yours. Be-
lond Equa-Flow exhaust systems.
Adv. from Auto speed and sport
magazine, Nov. 1952, p. 42. Appl.
author: Jesse Seymour Belond.
© Southern California Muffler Co.,
a partnership composed of Jesse S.
Belond, Ruth M. Belond, Robert W.
Hedman and Donald F. Parrish;
17Oct52; KK78766.

How to break records. Reduce back
pressure. The Belond Equa-Flow
exhaust system. Adv. from Hot
rod magazine, Oct. 1952, p. 3.
Appl. author: Jesse Seymour Belond.
© Southern California Muffler Co.,
a partnership composed of Jesse S.
Belond, Ruth M. Belond, Robert W.
Hedman & Donald F. Parrish; 17Sep52;
KK77253.

Modern V8 design requires an effi-
cient exhaust system. (Automobile
exhaust systems) Adv. from Hot
rod magazine, Sept. 1952, p. 3.
Appl. author: Jesse Seymour
Belond. © Southern California
Muffler Co., a partnership composed
of Jesse S. Belond, Ruth M. Belond,
Robert W. Hedman & Donald F.
Parrish; 15Aug52; KK77252.

No costly after-installation tuneups
or service. The original Belond
Equa-Flow exhaust system. Adv.
from Hot rod magazine, Dec. 1952,
p. 3. Appl. author: Jesse Seymour
Belond. © Southern California
Muffler Co., a partnership composed
of Jesse S. Belond, Ruth M. Belond,
Robert W. Hedman and Donald F.
Parrish; 14Nov52; KK78768.

SOUTHERN SPRING BED COMPANY.
Is your waking back an aching back?
KK78209. SEE Eclipse Sleep Pro-
ducts, inc.

3 great mattress manufacturers join
in a history-making announcement
to the bedding trade. KK76181.
SEE Eclipse Sleep Products, inc.

SOUTHWEST UNLIMITED.

Umakit, Indian Kachina dolls. (Box
top cover) Label. © Southwest Un-
limited; Gladys Bulka & Leigh
Keith Johnson; 15Sep52; KK80021.

Umakit, Indian Kachina dolls. Com-
plete Kachina kit, easy-to-paint,
easy-to-assemble. Label. © South-
west Unlimited; Gladys Bulka &
Leigh Keith Johnson; 15Sep52;
KK80022.

SOUTHWESTERN STAMP WORKS.

World's fastest photographic badge
or pass. Tamperpruf. (Identifica-
tion badges) Folder. © C. W.
Burbridge, t.a. Southwestern Stamp
Works; 2Sep51; KK75916.

SPALDING (A. G.) AND BROTHERS, INC. ©.
Season's greetings. In wishing you
a merry Christmas ... (Golf
equipment) Card. Appl. author:
Hanly, Hicks & Montgomery, inc.
© 12Sep52; KK77466.

Spalding fall & winter 1952-53.
(Sports equipment) 32 p.
© 25Jun52; KK75842.

**SPANGLER, J. E., Walter M. Longmoor
and T. A. Thomas, a co-partnership,
d.b.a. Western Cannery Co. SEE
Western Cannery Company.**

SPARKS, CHARLES J.
Beano, the beanbag playbox. KK75829.
SEE Spordan, inc.

SPEAR AND COMPANY ©.
The new Spear's 59th August furniture
sale. 23 p. © 21Jul52; KK76179.

The new Spear's ... 59th fall fur-
niture sale. (Home furnishings)
39 p. © 18Sep52; KK77477.

See all the advantages Spear's
customers enjoy. The new Spear's
... preferred customer sale.
(Home furnishings) Folder.
© 2Jun52; KK75079.

SPECIALTY ADVERTISING SERVICE, INC. ©.
Howdy Doody play money; Doodyville
bank. (Cookies) Coupon. Appl.
author: Robert L. Weil. © 15Dec52;
KK80623.

SPENCE, H. W.
More light where you need it most with
the new long throw high power low
wattage. KK79818. SEE Stonco Elec-
tric Products Company.

Stonco handy floodlights portable
lights for everyday use. KK79819.
SEE Stonco Electric Products Com-
pany.

Two Stonco super-spots with spot and
flood beams. KK78189. SEE Stonco
Electric Products Company.

Stonco weatherproof portable lights.
KK78958. SEE Stonco Electric Prod-
ucts Company.

SPENCE ENGINEERING COMPANY, INC. ©.
Pressure safety pilot. Data sheet
no. 3-8. (Valve) © 28Aug52;
KK76957.

Type EN differential regulator. Data
sheet no. 5-1. (Valves) © 28Aug52;
KK76955.

Type EQ back pressure regulator.
Data sheet no. 7-1. (Valves)
© 28Aug52; KK76956.

Type W7 and W27 pressure reducing
valve. Data sheet no. 3-9.
© 28Aug52; KK76958.

SPERRY, ALBERT F.
Panellit, Panascan [and] Panalarm.
KK78056. SEE Panellit, inc.

SPICER, CHARLES E.
Du Mont model TA-124-E image orthi-
con camera chain for field studio
film. KK77193. SEE Du Mont
(Allen B.) Laboratories, inc.

Du Mont television broadcast equip-
ment. KK77199. SEE Du Mont
(Allen B.) Laboratories, inc.

Television equipment complements
for station planning. KK77194.
SEE Du Mont (Allen B.) Laboratories,
inc.

SPITZER, A. K.

Put Torchy on the job; another Torch-
master product. KK79213. SEE
Industrial Engineered Products Com-
pany.

SPOOL COTTON COMPANY ©.

Smart stoles to knit and crochet.
Leaflet W547. (Wool yarn) Appl.
author: Elizabeth L. Mathieson.
© 22Oct52; KK80117.

SPORDAN, INC. ©.

Beano, the beanbag playbox. (Toy)
Label. Appl. author: Charles
J. Sparks. © 1Aug52; KK75829.

SPOTSWOOD SPECIALTY COMPANY, INC.

No large bills. (Premium items)
Display card. Appl. author:
Albert Thomas Linney. © Spots-
wood Specialty Co., inc., d.b.a.
Spot. Spec. Co.; 5Apr52; KK75325.

**SPRAGUE, Jack M., R. Katherine Sprague
and J. H. Herring, co-partners, d.b.a.
Stynamite Co. SEE Stynamite Company.**

**SPRAGUE, R. Katherine, Jack M. Sprague
and J. H. Herring, co-partners, d.b.a.
Stynamite Co. SEE Stynamite Company.**

SPRINGS COTTON MILLS.

Take back your mink, I'll keep my
sheets. Springmaid fabrics.
(Cotton goods) Adv. from Promenade
magazine, Sept. 1952, p. 3 of cover.
Appl. author: Erwin, Wasey & Co.,
inc. © The Springs Cotton Mills;
1Sep52; KK78698.

We put the broad in broadcloth.
Springmaid broadcloth is one of the
most versatile of all fabrics ...
(Cotton goods) Adv. from Promenade
magazine, Oct. 1952, p. 3 of cover.
Appl. author: Erwin, Wasey & Co.,
inc. © The Springs Cotton Mills;
1Oct52; KK79128.

What made her say that? Fitted
sheets by Springmaid now available.
(Cotton goods) Adv. from Look,
Aug. 12, 1952, p. 59. Appl. au-
thor: Erwin, Wasey & Co., inc.
© The Springs Cotton Mills;
29Jul52; KK76407.

What made her say that? Springmaid
fabrics. (Cotton goods) Adv. from
Argosy, July 1952, p. 4 of cover.
Appl. author: Erwin, Wasey & Co.,
inc. © The Springs Cotton Mills;
20Jun52; KK75228.

What made her say that? Springmaid
fabrics. (Cotton goods) Adv. from
Redbook, Nov. 1952, p. 4 of cover.
Appl. author: Erwin, Wasey & Co.,
inc. © The Springs Cotton Mills;
24Oct52; KK78699.

SPRINKLE, EUGENE ©.

Y pins. (Feminine accessories) Adv.
© 2Nov52; KK78976.

SPRY (CONSTANCE) INC. ©.

Gay Deceivers. (Flower arrangements
in wax) Pamphlet. Appl. author:
H. W. Fairfax Advertising Agency,
inc. © 1Jul52; KK76108.

SQUIBB (E. R.) AND SONS ©.

From experience comes faith. [Lit-
tle boy with shoes] (Pharmaceu-
ticals) Adv. from the Saturday
evening post, Dec. 6, 1952, p.
116. Appl. author: Cunningham &
Walsh, inc. © 3Dec52; KK80180.

From experience comes faith. Squibb.
[Ether] (Pharmaceuticals) Adv.
from New Yorker, Oct. 4, 1952, p.
45. Appl. author: Cunningham &
Walsh, inc. © 2Oct52; KK78301.

SQUIRT COMPANY.

Get ready now for the big 4th of July holiday. Switch to Squirt. (Non-alcoholic beverage) Adv. from Southern California grocers journal, June 27, 1952, p. 5. © The Squirt Co.; 27Jun52; KK77276.

If sweet soft drinks leave you thirsty, switch to Squirt. (Non-alcoholic beverage) Adv. from Life, July 14, 1952, p. 70. © The Squirt Co.; 14Jul52; KK77274.

If sweet soft drinks leave you thirsty, switch to Squirt. (Non-alcoholic beverage) Adv. from Life, July 28, 1952, p. 70. © The Squirt Co.; 28Jul52; KK77273.

If sweet soft drinks leave you thirsty, then switch to Squirt. (Non-alcoholic beverages) Adv. from Look, June 17, 1952, p. 105. © The Squirt Co.; 3Jun52; KK75178.

If sweet soft drinks leave you thirsty, then switch to Squirt. (Non-alcoholic beverage) Adv. from Look, July 1, 1952, p. 18. © The Squirt Co.; 17Jun52; KK77275.

Squirt mixes the smoothest tasting drink in the house. (Non-alcoholic beverage) Adv. from Patterson's California beverage gazetteer, July 1952, p. 41. © The Squirt Co.; 1Jul52; KK77278.

Squirt sells 2 ways the year 'round to keep the profits rollin' in. (Non-alcoholic beverages) Adv. from Southern California grocers journal, June 13, 1952, p. 13. © The Squirt Co.; 13Jun52; KK75177.

Switch to Squirt for bigger profits. (Non-alcoholic beverage) Adv. from Southern California grocers journal, July 11, 1952, p. 8. © The Squirt Co.; 11Jul52; KK77277.

There's a reason why the 1952 parade of new Squirt bottlers goes on and on. Quality of product, distinctive taste ... (Beverage) Adv. from National bottlers' gazetteer, Oct. 1952, p. 68. © The Squirt Co.; 10Oct52; KK80275.

S:S STUDIES.

Pomagel; a creamy emollient and skin cleanser. KK80074. SEE Jay's Laboratories.

STAGG DISTILLING COMPANY.

On Christmas day and every day, every sip of Old Stagg is a taste bonus. Every mellow drop top Kentucky bourbon. (Distilled spirits) Adv. from Charleston daily mail, Charleston, W. Va., Nov. 21, 1952, p. 18. Appl. author: Grey Advertising Agency. © Schenley Distillers, inc., d.b.a. Stagg Distilling Co.; 21Nov52; KK80533.

Top off a great weekend with the extra-pleasure of Old Stagg. Every mellow drop top Kentucky bourbon. Adv. from the Louisville times, Sept. 19, 1952, p. 28. Appl. author: Grey Advertising Agency, inc. © Schenley Distillers, inc., d.b.a. The Stagg Distilling Co.; 19Sep52; KK78968.

STALEY (A. E.) MANUFACTURING COMPANY ©.

Hi-Pro-Con 50 % protein dehulled solvent extracted soybean oil meal. Especially processed for high energy low fiber formula feeds. (Stock feed) 13 p. © 26Mar51; KK79091.

Products of A. E. Staley Mfg. Co. for general industrial application. (Corn and soybean products) Pamphlet. © 20May52; KK79089.

Products of A. E. Staley Mfg. Co. for the food and pharmaceutical industry. (Corn and soybean products) Pamphlet. © 20May52; KK79090.

Salesman's guide. A treatise on the manufacture and composition of Hi-Pro-Con. (Stock feed) 7 p. © 13Apr51; KK79092.

STALEY MILLING COMPANY ©.

Calf Creepers. 50 lbs. net. Staley. (Mixed feed for livestock) Label. Appl. author: Bozell & Jacobs. © 1Sep52; KK80657.

Feed as a complete ration Staley Solo Egg All-mash Atoms. 50 lbs. net. Label. Appl. author: Bozell & Jacobs. © 15Sep52; KK80551.

Feed 50-50 with grain Staley ... Duo Egg Producer Atoms. 50 lbs. net. Label. Appl. author: Bozell & Jacobs. © 15Sep52; KK80552.

Feed with two parts grain Staley ... Trio Egg Balancer Atoms. 50 lbs. net. Label. Appl. author: Bozell & Jacobs. © 15Sep52; KK80550.

STAMP, Burnie A. and Jessie M. Stamp, d.b.a. De-Sulfo Battery Rejuvenator Company. SEE De-Sulfo Battery Rejuvenator Company.

STAMP, Jessie M. and Burnie A. Stamp, d.b.a. De-Sulfo Battery Rejuvenator Company. SEE De-Sulfo Battery Rejuvenator Company.

STANDARD BRANDS, INC. ©.

The Dome Top can. (Coffee) Label. Appl. author: Standard Brands, inc., employer for hire. © 9Jul52; KK77674.

STANDARD BREWING COMPANY ©.

Erin Brew, the standard beer. Label. © 30Oct52; KK80124.

Original Standard dry ale. Contents 12 fl. oz. Label. © 31Jul52; KK76235.

Ox Cart dry beer. Contents 12 fl. oz. Label. © 31Jul52; KK76234.

Ox Head dry ale. Contents 12 fl. oz. Label. © 31Jul52; KK76236.

STANDARD CHEMICAL COMPANY ©.

Skidproof your rugs with Sta-Put powder. Net wt. 1 1/4 oz. Label. Appl. author: John Franklin Banner. © 25Jun52; KK76962.

Stardust colored flame. Net wt. 9 oz. (Compound of salts) Label. Appl. author: John Franklin Banner. © 1Sept50; KK76963.

STANDARD ELECTRIC TIME COMPANY.

Here's how to bring your hospital up to standard. Standard-Royal. Booklet no. 208. (Hospital signaling and communicating systems) 15 p. © The Standard Electric Time Co.; 1Jan53; KK80667.

STANDARD LOCKNUT AND LOCKWASHER, INC. ©.

The key to your design problem. Standard X-Washers. (Freddie Fastner) Adv. from Design news, Nov. 1, 1952, p. 86. Appl. author: Bozell & Jacobs, inc. © 1Nov52; KK79267.

STANLEY HOME PRODUCTS, INC. ©.

Ask your Stanley dealer how you can get these gifts for the Stanley party hostess. (Household products) Adv. from Life, July 21, 1952, p. 106. © 18Jul52; KK75498.

Creame rinse. Makes hair easy to manage, increases its natural loveliness. Stanhome. (Hair rinse) Net contents; 8 fl. oz. Label. © 15Aug52; KK77610.

Deodorizer for refrigerator or ice box. Stanhome. Label. © 27Jun52; KK74995.

Dish-wash. Stanhome. Net contents: 1 pint. (Liquid detergent) Label. © 20Aug52; KK76977.

Gift ideas for women, men and children. (Personal grooming aids) Pamphlet. © 20Aug52; KK76907.

It's nice seeing you at a Stanley hostess party. (Household cleaning products) Adv. from Life, Sept. 22, 1952, p. 12. © 19Sep52; KK77817.

Know your Stanhome products for men. Men and women alike vote for the new Chairman. (Toiletries for men) Sheet. © 9Jul52; KK75232.

Nontox bowl cleaner safe for all bathroom fixtures. Net weight 1 lb. Label. © 5Nov52; KK80554.

Perfumed crystals to protect against clothes moths. Net weight 1 lb. 3 oz. Label. © 5Nov52; KK80555.

Picture of busy women saving shopping time. Stanhome, originators of the famous Stanley hostess party plan. (Household cleaning products) Adv. from Life, Aug. 25, 1952, p. 6. © 22Aug52; KK76803.

Spot remover. Stanhome. 8 oz. net wt. Label. © 20Aug52; KK76978.

Stan and Lee say: It's fun to wash dishes with Stanley Dish-wash. Pamphlet. (Know your Stanhome products ser.) © 24Nov52; KK80553.

Stan-Beau solvent liquid wax. Label. © 8Jul52; KK75102.

Stanley Stan-Wick. Stanhome. Net contents 8 fl. oz. (Liquid for neutralizing unpleasant odors) Label. © 15Aug52; KK77611.

Stan-Save wax. Water emulsion. No. 14255. Self-polishing ... (Floor wax) Label. © 27Oct52; KK79097.

Tarnish remover. Cleans silver in seconds. Net contents: one pint. Stanhome. Label. © 9Dec52; KK80310.

Why husbands love wives to shop at Stanley hostess parties. Stanhome. (Household cleaning products) Adv. from Life, Oct. 20, 1952, p. 17. © 17Oct52; KK78641.

Yours for better booking and bigger sales. The new deluxe steak fork set. Stanhome. Sheet. (Know your Stanhome products series) © 20Aug52; KK76979.

STAPLES, JEAN.

Crayon Magic. KK80575. SEE Platt and Munk Company, inc.

STAR Manufacturing Company, Division of Hercules Steel Products Corporation. SEE Hercules Steel Products Corporation. Star Manufacturing Company Division.

STARK, Frank Benjamin. SEE Stark Manufacturing Company.

STARK MANUFACTURING COMPANY ©.

For a sure hit choose Bullseye balance throwing knives. Folder. Appl. author: Frank Benjamin Stark. © 10Jan52; KK77245.

STARR, ASHEY.

The 4-star Zenith TV dealers of the southwest area. KK75238. SEE Sues, Young and Brown, inc.

Home town boys stay on top, with 104 years of fair dealing. KK75237. SEE Sues, Young and Brown, inc.

STARR, Raymond H., d.b.a. Koch Supplies. SEE Koch Supplies.

STEARNS, Robert F. d.b.a. Stearns' Enterprises. SEE Stearns' Enterprises.

STEARNS' ENTERPRISES.

Nu-Suede. 4 fl. oz. Stearns'. (Rejuvenator for suede materials) Label. © Robert F. Stearns, d.b.a. Stearns' Enterprises; 7Apr52; KK75955.

STEFANOS, Paul C., t.a. Cupid Candies. SEE Cupid Candies.

STEINBERG, NATHAN ©.

The eater's digest recommends the Key. California's newest and most exciting eating spot. Folder. © 5Dec52; KK80305.

STEPHANS, LANA ©.

Unisee cuts down cleaning and press-bills. Be safe with Unisee. Style 305. Poster. Appl. author: Joseph Nachman. © 5Jun52; KK79701.

Unisee, the miracle finish. Gabardine slacks, water repellant, wrinkle resistant. Style 300. Appl. author: Joseph Nachman. © 5Jun52; KK79702.

STEPHANS, Lana. SEE ALSO Nachman, Joseph.

STEPHEN, BRUCE MILLIETTE.

For you. A valuable gift with your August order for \$10.00 or more. KK76528. SEE Master Products Company.

Free to you with your June order of \$10.00 or more. KK75532. SEE Master Products Company.

Here's proof that you always save at Master's. KK78263. SEE Master Products Company.

Important savings for you at Master's gala year-end sale. KK80221. SEE Master Products Company.

Welcome to Master's banner event of the year ... KK75531. SEE Master Products Company.

STEPPING TONES ©.

Official Cecchetti record. (Phonograph records of the grooved record type) Label. Appl. author: Louis Silvers. © 25Jul52; KK77581.

STERN, ABRAHAM.

Four years old Kentucky choice. KK76934. SEE Dant Distillery Company.

Kentucky choice. SEE Dant Distillery Company.

Old Sutton brand. KK76933. SEE Moore (Jesse) Distilling Company.

STERN (HENRI) WATCH AGENCY, INC.**UNIVERSAL GENEVE DIVISION.**

These world-famous watches make no other claims than ... Universal Genève. Adv. from Jewelry, Aug. 1952, p. 40. Appl. author: Kelly, Nason, inc. © The Henri Stern Watch Agency, inc., Universal Genève Division; 1Aug52; KK77238.

STERN, GEORGE HAROLD ©.

Relaxers, a vacation for your feet. (Stockings & shoes) Label. © 1Jul52; KK76501.

STEWART, William H., d.b.a. Monadnock Industries. SEE Monadnock Industries.

STIASNY, EVELYN.

Cinderella toy watch. KK76168. SEE Merians.

Cowboy toy watch. KK76170. SEE Merians.

The fairy tale toy watch. KK76171. SEE Merians.

Junior toy pocket watch like dad's. KK76167. SEE Merians.

Luminous toy wrist watch; expansion band. KK76169. SEE Merians.

Our World. KK78119. SEE Pioneer Merchandise Company.

United States. KK78118. SEE Pioneer Merchandise Company.

STINSON MANUFACTURING COMPANY ©.

I hope my master reads this. Here's how to give your dog a palace of his own. Folder. Appl. author: Cusick-Schwerke & Wild. © 1Nov52; KK79175.

STOCKTON, DON.

Post Scripts. KK79084. SEE S and H Stationery Company.

STOCKWELL, HOWARD A., Jr.

Drill bit selector chart. KK77841. SEE New England Carbide Tool Company, inc.

STOFFEL SEALS CORPORATION ©.

For better brand identification, better display and greater sales, use the new Stoffel large poultry seal. Sheet. Appl. author: John B. Betti. © 1Jul52; KK75489.

STOHIMAN, AL.

Doodle page of the month. SEE Craftool Company.

STOLLER CHEMICAL COMPANY ©.

Steel foundries. Yes, it's non-toxic, non-irritating, Superset dry core binder. Adv. from American foundryman, Apr. 1952, p. 200. Appl. author: Lester H. Butler. © 25Apr52; KK75309.

STONCO ELECTRIC PRODUCTS COMPANY ©.

More light where you need it most with the new long throw high power low wattage. Stonco outdoor floodlights. Form 130. Folder. Appl. author: H. W. Spence. © 20Nov52; KK79818.

Stonco handy floodlights portable lights for everyday use. Form 129. Folder. Appl. author: H. W. Spence. © 20Nov52; KK79819.

Stonco weatherproof portable lights. Temporary bulletin 128. Sheet. Appl. author: H. W. Spence. © 1Nov52; KK78958.

Two Stonco super-spots with spot and flood beams. (Outdoor lighting) Sheet. (Temporary bull. no. 127) Appl. author: H. W. Spence. © 1Sep52; KK78189.

STONE, N. G., Melvin J. Gordon and S. Z. Gordon; forming the co-partnership Manchester Hosiery Mills. SEE Manchester Hosiery Mills.

STORM FLOORING COMPANY, INC. ©.

Ironbound hardwood flooring in continuous strip for most exacting service expands less, wears longer. 7 p. © 9Nov52; KK80378.

STORZ BREWING COMPANY ©.

Out of our laboratories came this startling development. Starch is out of Storz. (Beer) Adv. from the Council Bluffs nonpareil, p. 3. Appl. author: Bozell & Jacobs, inc. © 16Jul52; KK75396.

STRANG, NORMAN ARTHUR.

Every freight car that rolls on eight S K F freighter roller bearings gives its road eight advantages. SEE S K F Industries, inc.

The Freighter roller bearings are coming from SKF. SEE SKF Industries, inc.

STRAUBE, CONRAD A.

Tee geez. KK76919. SEE Tower Grove Shoe Company.

STRAUS (NATHAN)-DUPARQUET, INC. ©.

Merchandise news. Holiday edition. (Kitchen & restaurant equipment) Folder. © 24Oct52; KK78708.

STRAUSS (L.) AND COMPANY, INC. ©.

Intermezzo foot-notes. (Women's shoes) Adv. © 18Sep52; KK77691.

Strauss says, Bravados young-in-spirit casuals in nylon mesh ... (Women's shoes) Adv. © 17May52; KK77690.

STRAWICK COMPANY.

Where and how to use Stramit. The building board of the future. Pamphlet. Appl. author: Bob Hoskinson & Associates Advertising Agency. © B. Wickberg, owner, The Strawick Co.; 15Jun52; KK75018.

STREET (R. R.) AND COMPANY, INC. ©.

The combination washer-extractor; its influence on the most scientific adaptation of the Strong Soap solution. (Dry cleaning soap) 6 p. (Bull. no. 5348) Appl. author: Paul V. Warren. © 10Feb52; KK80376.

Facts you should know about testing your Strong Soap solution (SSS) Adv. from National cleaner & dyer, Dec. 1951. Appl. author: Paul V. Warren. © 10Nov51; KK80375.

For lipstick and lacquer; buy Pyratex by the case and save. (Dry cleaning soap & spotter) Adv. from National cleaner & dyer, Jan. 1952. Appl. author: Paul V. Warren. © 10Dec51; KK80374.

Interpretation of popular variations of the Strong Soap process. SSS Strong Soap solution. Sheet. Appl. author: Paul V. Warren. © 10Mar52; KK80371.

The most economical; buy Pyratex by the case and save. (Dry cleaning soap & spotter) Adv. from National cleaner & dyer, Aug. 1951. Appl. author: Paul V. Warren. © 10Jul51; KK80372.

Save 50 0/0 on paint remover; buy Pyratex by the case and save. (Dry cleaning soap & spotter) Adv. from National cleaner & dyer, Mar. 1952. Appl. author: Paul V. Warren. © 10Feb52; KK80373.

STROHMEYER AND ARPE COMPANY ©.

Re Umberto. Vitamin enriched olive oil. Net 8 Fl. ozs. Label. © 25Aug52; KK76961.

STROMBECK-BECKER MANUFACTURING COMPANY ©.

North American FJ-2 Fury jet. Instruction sheet: (Airplane assembly kit) Sheet. © 5Sep52; KK77707.

STROWARD, INC. ©

Explore right at home new worlds, Black Light Magic, a must for amateur detectives. (Toy) Label. Appl. author: David Albert Howard, Jr. © 13Nov52; KK80175.

STUBBS AND MONTGOMERY, INC.

This mortgage bought a \$2,000,000 building. KK78703. SEE Jacobs (Irvin) and Company.

This mortgage turned an inheritance into income. KK80313. SEE Jacobs (Irvin) and Company.

STUCKENBERG, HENRY MALCOLM.

Futuro hernia-aid for reducible inguinal rupture. KK80285. SEE Jung Products, inc.

STUDEBAKER CORPORATION.

1852-1952. 100 years of America on the move. Studebaker. (Cars and trucks) Adv. from the Saturday evening post, Oct. 11, 1952, p. 14-15. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 8Oct52; KK78103.

Get a sleek new Studebaker and cut your driving costs. State Commander V-8, 4-door sedan. (Motor cars) Adv. from the Saturday evening post, July 19, 1952, p. 5. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 16Jul52; KK75222.

It's sleek, it's fleet, it's a jet-streamed new Studebaker. (Motor cars) Adv. from the Saturday evening post, Sept. 13, 1952, p. 104. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 10Sep52; KK77288.

Own a smartly styled Studebaker and get marvelous gas mileage. (Motor cars) Adv. from the Progressive farmer, Sept. 1952, p. 2 of cover. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 22Aug52; KK76685.

Studebaker rounds out its first century ... from wagon wheels to automobiles through 100 historic years. Adv. from the Saturday evening post, Nov. 17, 1952, p. 104-105. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 12Nov52; KK79349.

A Studebaker saves plenty of gas because it's so trim and sleek. Adv. from Life, Aug. 18, 1952, p. 79. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 14Aug52; KK76310.

A Studebaker truck cuts costs day after day for years. Studebaker trucks. Adv. from Country gentleman, Aug. 1952, p. 18. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 30Jul52; KK75706.

A Studebaker truck pays off in low cost pulling power. Studebaker trucks. Adv. from the Saturday evening post, July 12, 1952, p. 71. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 9Jul52; KK75111.

Sturdy Studebakers have been doing America's hauling for over 100 years. (Motor trucks) Adv. from the Saturday evening post, Dec. 20, 1952, p. 42. Appl. author: John Hayes Kelly. © The Studebaker Corp.; 17Dec52; KK80556.

You win two ways with a Studebaker. New swept back style, top gas economy. State Commander V-8 Starliner. (Motor cars) Adv. from Life, July 14, 1952, p. 2 of cover. Appl. author: John H. Kelly. © The Studebaker Corp.; 10Jul52; KK75134.

STUDIO OF MAGIC.

Irv Weiner's paddle packet. (Magic trick) Display card. © Irving Weiner, d.b.a. Studio of Magic; 26Feb52; KK75334.

STURDEE STEEL PRODUCTS COMPANY.

Economical Jamb hardware for overhead type doors. Folder. Appl. author: Carvel Moore. © Roscoe Fowler, d.b.a. Sturdee Steel Products Co.; 1Apr52; KK75332.

STURHAHN, R. E.

Kreme-Tone, first and finest for frozen desserts. KK75837. SEE St. Louis Laboratories.

STYLETONE, INC. ©

This fabulous Satin, designed for those who appreciate the finest ... (Sheets & pillow cases) Sheet. Appl. author: Lester G. Rees. © 20Oct52; KK80606.

We are pleased to offer you our new and exclusive line of fabulous satin sheets and matching pillow cases. Sheet. Appl. author: Lester G. Rees. © 20Oct52; KK80607.

STYNAMITE COMPANY.

Stynamite guaranteed cleaner for walls, woodwork, rugs, upholstery woollens. Net weight 1 quart. Label. Appl. author: Jack M. Sprague. © J. H. Herring, Jack M. Sprague & R. Katherine Sprague, co-partners, d.b.a. Stynamite Co.; 1Dec52; KK80065.

SUES, YOUNG AND BROWN, INC. ©

The 4-star Zenith TV dealers of the southwest area. (Television) Adv. from Wave publications, June 19, 1952. Appl. author: Ashby Starr. © 19Jun52; KK75238.

Gifts galore in this parade of values plus this special offer for you ... (Kitchen appliances) Folder. Appl. author: John Riordan Co. © 12Nov52; KK79783.

Home town boys stay on top, with 104 years of fair dealing. Zenith television. Adv. Appl. author: Ashby Starr. © 19Jun52; KK75237.

Gloss 8 pressing oil with lanolin. 4 oz. Label. Appl. author: George Gottesman. © 25Nov52; KK79807.

SULLIVAN, O. F., Nu-Way Products Company. SEE Nu-Way Products Company.

SULLIVAN, STAUFFER, COLWELL AND BAYLES, INC.

Enjoy the smooth smoking of fine tobaccos, the finest quality money can buy. SEE American Cigarette and Cigar Company, inc.

Guard against throat-scratch. SEE American Cigarette and Cigar Company, inc.

SUMMIT RADIO CORPORATION ©

At home, at work, or in the car, follow the Indians on WAKR. Erin Brew, the standard beer. Adv. Appl. author: S. Bernard Berk. © 13Apr52; KK75723.

SUMNER, GEORGE E.

Especially for commercial airlines. KK78714. SEE Jack and Heintz, inc.

SUN CHEMICAL CORPORATION ©

Fabric treated with Norane 4-star. (Materials for finishing textiles) Label. © 7Jul52; KK75117.

SUNBEAM CORPORATION ©

Sunbeam cooking -- Deep frying. Label. Appl. author: Ivar Jepson. © 18Mar52; KK76302.

SUNDERHAUF, FREDERICK A.

Meet the metal world of tomorrow ... KK76263. SEE Modern Engraving and Machine Company.

Meet the paper world of tomorrow ... KK76264. SEE Modern Engraving and Machine Company.

Now, electronic controlled precision engraving for uniform application of color, plastic and adhesive. KK76729. SEE Modern Engraving and Machine Company.

SUNKIST GROWERS, INC. ©

California concentrate for lemonade. 6 fluid ounces. Sunkist. Label. Appl. author: Exchange Lemon Products Co. © 12Jun52; KK77818.

Sunkist California concentrate for orangeade. 6 fluid ounces. Label. Appl. author: The Exchange Orange Products Co. © 28May52; KK78464.

Sunkist ready to drink lemonade. 8 fld. ozs. Label. Appl. author: Exchange Lemon Products Co. © 2Jun52; KK78463.

Sunkist ready to drink orangeade. 8 fld. ozs. Label. Appl. author: The Exchange Orange Products Co. © 2Jun52; KK78462.

SUN-MAID RAISIN GROWERS OF CALIFORNIA ©

Zante currants. Sun-Maid. Net wt. 11 oz. Label. Appl. author: Carlis H. Neafus. © 10Oct52; KK78497.

SUN OIL COMPANY ©

Sunoco automatic transmission service; the right fluid, the right application at the right time. Transmatic fluid. Poster. Appl. author: Albert Byron Saxman. © 20Oct52; KK78927.

SUNRAY STOVE COMPANY.

Automatic space saver - Sunray gas ranges. Folder. Appl. author: Harry M. Miller, inc. © 5Mar52; KK75617.

Automatic work-saving, money-saving Sunray gas ranges. Folder. Appl. author: Harry M. Miller, inc. © The Sunray Stove Co.; 5Mar52; KK75616.

Gas range idea book. Sunray. Folder. Appl. author: Harry M. Miller, inc. © The Sunray Stove Co.; 2Apr52; KK75618.

Gas stoves for 1952. Lower prices, golden beauty, greater values. Sunray. Sheet. Appl. author: Harry M. Miller, inc. © The Sunray Stove Co.; 15Jan52; KK75619.

When you go stove buying you'll find gold. Lower prices offered by Sunray. (Gas range) Folder. Appl. author: Harry M. Miller, inc. © The Sunray Stove Co.; 11Jan52; KK75615.

When you go to the market you'll find gold. Lower prices offered by Sunray. (Gas range) Folder. Appl. author: Harry M. Miller, inc. © The Sunray Stove Co.; 6Dec51; KK75895.

SUN VALLEY PECAN COMPANY.

Sun Valley pecan. Net weight 6 ounces. Label. © Fred A. Kadane, jr., d.b.a. Sun Valley Pecan Co.; 10Sep52; KK77665.

SUNWAY FRUIT PRODUCTS ©

Delicious Freshie soft drinks. (Soft drink beverage mix and dessert mix) Label. © 10Jul52; KK76160.

SUPAK AND SONS MANUFACTURING COMPANY ©.
Bank on Weather Winky and wink at
last year's figures. (Clothing)
Adv. from Earnshaw's, p. 40-41.
© 1Mar52; KK76105.

SUPER MARKET INSTITUTE, INC. ©.
Advertising-promotion service.
(Food) Pamphlet. Appl. author:
McMahon & Morse.
Sept. 1952. © 18Jul52; KK75482.
Oct. 1952. © 20Aug52; KK76868.
Nov. 1952. © 24Sep52; KK77762.
Dec. 1952. © 23Oct52; KK78926.
Jan. 1953. © 21Nov52; KK79829.
Feb. 1953. © 22Dec52; KK80659.

SUPERIOR SLEEPRITE CORPORATION ©.
For sitting-comfort, for extra
sleeping, for outright elegant
good looks. Sleeprite. (Multi-
use sleep furniture) Sheet.
Appl. author: Harold M. Baum.
© 7Feb52; KK75990.

Multi-use furnishings at savings.
Extra chest-storage without using
more floor area. Chest-0-Bed.
Sheet. Appl. author: Harold M.
Baum. © 18Jul52; KK76251.

Nationally-known Realite built in
reading lamp featured in fully
equipped complete ensemble. (Fur-
niture) Sheet. Appl. author:
Harold M. Baum. © 18Aug52;
KK76496.

Now an adjustable contour bed by
nationally known Superior Sleep-
rite Corporation. Sheet. Appl.
author: Harold M. Baum. © 18Jul52;
KK76283.

Right in your own living-room, and
your store shows you how a big
innerspring mattress disappears
into the beautiful Over Nite'r.
(Furniture) Sheet. Appl. author:
Harold M. Baum. © 18Aug52;
KK76500.

To help you in making the very most
of space in every way. Stor-N-
Dror bed ensemble. Sheet. Appl.
author: Harold M. Baum. © 4Aug52;
KK76282.

SUPERIOR VALVE AND FITTINGS COMPANY ©.
Superior packless in-line valves.
Folder. Appl. author: George R.
Allen. © 10Oct52; KK78135.

SUPERIOR WOOD PRODUCTS, INC. ©.
Superwood panel stock. A beautiful
light density panel stock ... La-
bel. Appl. author: Avis Manley.
© 8May52; KK79817.

Superwood panel stock. 6 sheets
3/16", 4' x 8'. Label. Appl.
author: Avis Manley. © 8May52;
KK79816.

SUPPIGER (G. S.) COMPANY.
Brooks stewed tomatoes. Contents:
1 lb. Label. © The G. S. Suppiger
Co.; 9Sep52; KK77705.

Brooks tomato juice. 5 3/4 fl. ozs.
net. Label. © The G. S. Suppiger
Co.; 25Aug52; KK78898.

SUPRA VITE CORPORATION ©.
Malnutrition, the hidden hunger men-
ace. Supra Vite. (Vitamins and
minerals) Folder. Appl. author:
Nat Bernard. © 9Jun52; KK75235.

SURFACE COMBUSTION CORPORATION ©.
Better tools for defense production.
Surface standard rated furnaces for
every tool room heat treatment.
SC-151. Folder. © 15Mar51; KK74944.

Dry gas cyaniding in Surface contin-
uous and batch type furnaces.
SC-145. Folder. © 5Aug49; KK74961.

Production heat treatment of large
caliber ammunition. Surface
industrial furnaces. SC-154.
Folder. © 5Aug51; KK74956.

Production heat treatment of small
caliber ammunition. Surface
industrial furnaces. SC-153.
Folder. © 5Jul51; KK74957.

Shortening glass plant operations
with the new Surface Combustion
Transvertical Lehr. G-51.
Folder. © 15Mar51; KK74958.

Sub-zero temperature to -100° F., still
lower dew point atmospheres now
produced with the Kathabar system
of humidity control. K-151.
Folder. © 28Feb51; KK74955.

Surface controlled atmosphere
standard furnaces including Balco,
Charmo, Atmotrol ... SC148.
Folder. © 5May50; KK74959.

Surface direct gas-fired air heaters
for all industrial heating appli-
cations. SC-143. Folder.
© 5Apr49; KK74953.

Surface furnaces for modern malle-
ableizing, including pearlitic
malleableizing. SC-140. Folder.
© 5Jul48; KK75868.

Surface heat treating furnaces for the
aircraft industry. SC-152. Folder.
© 15Apr51; KK74943.

Surface heating and heat treating
furnaces for defense production.
SC-150. Folder. © 2Jan51;
KK74942.

Surface high speed heating with gas
or oil for production forging.
SC-144. Folder. © 5Jun49;
KK74962.

Surface immersion heating equipment
suction and atmospheric burner
types ... SC-142. Folder.
© 15Feb49; KK74965.

Surface pit-type, controlled-atmos-
phere furnaces for gas carburizing,
homogeneous carburizing ... SC-149.
Folder. © 5Jul50; KK74964.

Surface Rotary Retort controlled
atmosphere furnaces, for fully-
automatic, high production heat
treatments ... SC-147. Folder.
© 5Feb50; KK74960.

Surface standard rated industrial
furnaces. SC-141. Folder.
© 5Nov48; KK74954.

SURFACE COMBUSTION CORPORATION. JANI-
TROL-AIRCRAFT-AUTOMOTIVE DIVISION.
Heat in harness; the story of team-
work in combustion engineering.
(Aircraft heating equipment) 38 p.
© 15Jul52; KK78834.

SURGITUBE PRODUCTS CORPORATION ©.
A new jet speed bandage, Surgitube
... The scientific seamless
bandage. Folder. Appl. author:
Louis Hochman. © 26May52;
KK75331.

Surgitube, a new jet speed bandage.
Number 1, for small fingers and
toes. Contents: 5 yds. Label.
Appl. author: Louis Hochman.
© 1Jul52; KK75274.

Surgitube, a new jet speed bandage.
Number 2, for large fingers and
toes. Contents: 5 yds. Label.
Appl. author: Louis Hochman.
© 1Jul52; KK75276.

Surgitube, a new jet speed bandage.
Number 3, for hands, feet, lower
legs, knees ... Contents: 5 yds.
Label. Appl. author: Louis Hochman.
© 1Jul52; KK75275.

Surgitube, a new jet speed bandage.
Number 4, for athlete's foot and
wet dressing. Contents: 5 yds.
Label. Appl. author: Louis
Hochman. © 10Jul52; KK75709.

A twist and it fits. Surgitube a new
jet speed bandage. Folder. Appl.
author: Louis Hochman. © 20Jun52;
KK75306.

SUTHERLAND PAPER COMPANY ©.
Buttered pop corn. Label.
Appl. author: Clifton T. Wilson.
© 11Aug52; KK76682.

Pop corn. Eat hearty, be happy.
Label. Appl. author: Clifton T.
Wilson. © 13Aug52; KK76683.

Pop corn. Fresh, fresh, fresh.
Label. Appl. author: Clifton
T. Wilson. © 8Aug52; KK76684.

SUTTLE, ROBERT S.
Fight tooth decay the Puritas way.
KK80394. SEE Arrowhead and
Puritas Waters, Inc.

SUTTON, FELIX.
Pleasant moments in sports. SEE
National Distillers Products Cor-
poration.

SUZETTE BAKERS.
Apricot-peach bars made with Califor-
nia apricots and peaches. Net wt.
one pound. Label. © Zion Indus-
tries, Inc., d.b.a. Suzette Bakers;
25Jul52; KK79758.

Peach fruit bars made with California
peaches and apricots. Net wt. one
pound. Label. © Zion Industries,
Inc., d.b.a. Suzette Bakers;
19Mar52; KK79757.

SVEA-GREENWOOD COMPANY.
Garno Scandinavian salad dressing.
16 fluid ounces. Label. Appl.
author: Avis Manley. © Elvina T.
Eckmark, Svea Scholund, & John
Dercola, d.b.a. Svea-Greenwood Co.;
4Jun52; KK78888.

SWANSON, EARL.
Only the original liquefier-blender,
the Osterizer can bring you the
full benefits of modern meal-mak-
ing. KK78200. SEE Oster (John)
Manufacturing Company.

Oster gives you the greatest combina-
tion of selling features in any
liquefier-blender. KK78206. SEE
Oster (John) Manufacturing Company.

SWARTWOUT, DAVID.
Here are 22 full-size patterns for
use with your BVI electric jig
saw. KK75991. SEE Burgess Vibro-
crafters, Inc.

SWARTZ, S.
Tomorrow's the date at 1108; the
start of Swartz November Finch-
Perry time. Adv. Appl. author:
Isadore L. Fien. © Sara Swartz &
Herman M. Weisman, d.b.a. S.
Swartz; 9Nov52; KK79994.

SWARTZ, Sara and Herman M. Weisman,
d.b.a. S. Swartz. SEE Swartz, S.

SWEET, HUBERT R.
Automatically your choice. KK79131.
SEE Movado Watch Agency, Inc.

The most desired watch of all. SEE
Movado Watch Agency, Inc.

SWISS FEDERATION OF WATCH MANUFACTURERS ©

What makes it tick? Swiss Federation Watch Manufacturers. (Watches and watch parts) Adv. from Life, Sept. 8, 1952, p. 139. Original painting by Norman Rockwell. Appl. author: Foote, Cone & Belding. © 5Sep52; KK77155.

Why a fine Swiss watch is such a loving gift. cMother & girl in robes: Adv. from Life, Nov. 17, 1952, p. 183. Appl. author: Foote, Cone & Belding. © 14Nov52; KK79622.

Why fine Swiss watches lead the watch fashion parade. cFashion show: Adv. from Life, Oct. 27, 1952, p. 71. Appl. author: Foote, Cone & Belding. © 24Oct52; KK79217.

Why most people want a fine Swiss watch. (Young couple, in formal evening dress, in garden; man and jeweler in store) Adv. from Look, July 29, 1952, p. 46. Appl. author: Foote, Cone & Belding. © 15Jul52; KK76164.

Why there's so much happiness in a fine Swiss watch. [Boy dressed in robe kneeling before Christmas tree] Adv. from Life, Dec. 1, 1952, p. 93. Appl. author: Foote, Cone & Belding. © 28Nov52; KK80227.

SWIVELIER COMPANY, INC.

Come and see our handsome new Swiveller vogue-lites for adjustable direct and indirect lighting. Folder. Appl. author: Nathan Rodney Schwartz. © 20Aug52; KK76916.

Swiveller universally adjustable vogue-lites for direct and indirect lighting. Bulletin no. 131 effective Mar. 1, 1952, 4 p. Appl. author: Nathan Rodney Schwartz. © 20Aug52; KK76914.

Swiveller vogue-lites offer these eye-deal features ... Label. Appl. author: Nathan Rodney Schwartz. © 20Aug52; KK76915.

Vogue-Lites. A lighting tribute to modern interiors. (Electrical lighting fixtures) Poster. Appl. author: Nathan Rodney Schwartz. © 20Aug52; KK76917.

T

T.P. Co. SEE Twinkle Products Company.

TAGLIAFERRO, Frank, Joseph Miles and Ralph Canton, d.b.a. Princely Jewelry Co. SEE Princely Jewelry Company.

TALBERT-THOMAS COMPANY ©

These are plain cold facts you should know about Tru Kooler. (Mobile refrigeration equipment) Folder. © 15Apr52; KK79870.

TALON EDUCATIONAL SERVICE ©

The cloche slip cover hat, made with an 8 inch Seam-thin Talon zipper. Folder. (Its Zipper design no. 1085) © 30Jun52; KK75516.

The elf pajama bag made with a 10 inch seam-thin Talon zipper. Folder. (Its Zipper design no. 1072) © 4Nov52; KK79190.

The pelican toy bank made with an 8 inch seam-thin Talon zipper. Folder. (Its Zipper design no. 1028) © 21Oct52; KK79224.

The pony tail hat made with a 5 inch seam-thin Talon zipper. Folder. (Its Zipper design no. 1086) © 3Sep52; KK77018.

The slip cover pot holders made with two 7 inch seam-thin Talon zippers. Folder. (Its Zipper design no. 1036) © 19Aug52; KK76480.

The slip cover sachets made with two 5 inch seam-thin Talon zippers. Folder. (Its Zipper design no. 1032) © 19Aug52; KK76479.

The slip cover toys made with two 14 inch seal-thin Talon zippers. Folder. (Its Zipper design no. 1023) © 4Nov52; KK79189.

TARPLIN, E. M.

Titralac gives quick relief from gastric grief because ... KK75988. SEE Schenley Laboratories, inc.

TASH (AL) DYE WORKS ©

\$142.50 buys the best. Twin Dye-Gester table. Adv. from American Drycleaner, July 1952, p. 139. Appl. author: R. J. Burke Advertising, inc. © 1Jul52; KK76314.

TASTY BAKING COMPANY ©

Tastykake -- in season. (Cake) Poster. (Its Design no. 151) © 15Oct52; KK78860.

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New Thompson way grinder developments reduce costs --- speed machine tool production. Adv. from Machinery, June 1952, p. 275. Appl. author: Emerson Hadley Mook. © The Thompson Grinder Co.; 9Jun52; KK76300.

THOMPSON (J. WALTER) COMPANY.

The all-family drink. SEE Seven-Up Company.

Bedtime brushing isn't enough. KK79126. SEE Weeco Products Company.

Biggest barbecue. KK77014. SEE Shell Oil Company.

Built to hold a golden drop of ink. KK78793. SEE Parker Pen Company.

But there's no need for your child to grow into a toothbrush. KK75412. SEE Weeco Products Company.

Cleans better because its bristles are waterproofed. KK75137. SEE Weeco Products Company.

Climate as you want it. KK77015. SEE Shell Oil Company.

Engineers and designers depend on the Friden in factory production. KK76015. SEE Friden Calculating Machine Company, inc.

Everybody's entertaining Pacific-style, with Basket Weave. KK77510. SEE Owens-Illinois Glass Company. Libbey Glass Division.

The festive richness of Mansion House, by Heirloom sterling. KK77795. SEE Oneida, ltd.

Few other things you choose can make a dollar yield so much. KK77141. SEE Parker Pen Company.

4 cheerful chillers. KK74972. SEE Owens-Illinois Glass Company. Libbey Glass Division.

Fresh up with Seven-Up. SEE Seven-Up Company.

From where I sit, by Joe Marsh. SEE United States Brewers Foundation, inc.

Good taste today. SEE Oneida, ltd.

Imaginative informals by Libbey glass. KK77010. SEE Owens-Illinois Glass Company. Libbey Glass Division.

In no other pen, such smart design, so many exclusive features. SEE Parker Pen Company.

In the heart of the maple sugar country Vermont Maid is a favorite. KK77793. SEE Penick and Ford, ltd., inc.

It's so much easier to figure inventory on the Friden. KK79007. SEE Friden Calculating Machine Company, inc.

Lightweight metal. KK77794. SEE Shell Oil Company.

More Parker pens, more prices to choose from than ever before. KK78792. SEE Parker Pen Company.

Now, here's the miracle floor that never needs scrubbing. KK79608. SEE Sloane-Blabon Corporation.

Nature never intended her to need a third set of teeth. KK77135. SEE Weeco Products Company.

New imaginative informals. KK77509. SEE Owens-Illinois Glass Company. Libbey Glass Division.

New Parker pens, new Parker prices. KK77934. SEE Parker Pen Company.

New pens, new prices, by world famous Parker. SEE Parker Pen Company.

New, the most beautiful buy in silverware today. KK79257. SEE Oneida, ltd.

Now at leading pen dealers' throughout the Denver area. KK75136. SEE Parker Pen Company.

Now, from the makers of Parker 51 the world's most wanted pen, 3 brand-new Parker 21 pens. KK77933. SEE Parker Pen Company.

Packaged for good living. KK80038. SEE Shell Oil Company.

Pen profiles. SEE Parker Pen Company.

The perfect setting for you, the new Enchantment. SEE Oneida, ltd.

Pick your party partner. KK79259. SEE Owens-Illinois Glass Company.

Shining young beauty, this is Lasting Spring in Heirloom sterling. KK77804. SEE Oneida, ltd.

Special offer to prove there's no finer pen under \$10.00. KK75135. SEE Parker Pen Company.

Spend only what you wish, you can still give a Parker. KK79125. SEE Parker Pen Company.

Steel fingers with a tender touch. KK79255. SEE Shell Oil Company.

T is for teeth and teeth are for talking. KK78794. SEE Weeco Products Company.

Tall stemmed American Beauties. KK80037. SEE Owens-Illinois Glass Company. Libbey Glass Division.

Thank you, doctor ... Seven-up. KK77159. SEE Seven-up Company.

These new sparkling tile patterns are designed to stay cleaner longer. KK79256. SEE Sloane-Blabon Corporation.

This is distinguished, graceful Damask Rose in Heirloom sterling. KK77796. SEE Oneida, ltd.

Trust this gift to say all that you mean, new Parker 51 pen. KK75354. SEE Parker Pen Company.

Try a cool float. KK75408. SEE Seven-Up Company.

Try a Seven-Up float. KK75138. SEE Seven-Up Company.

Wasp nest in East Hartford. KK80034. SEE Shell Oil Company.

Weaving fabrics from wood and coal. KK74973. SEE Shell Oil Company.

Which is yours? KK77136. SEE Weco Products Company.

Why give something less? KK79127. SEE Parker Pen Company.

You like it; it likes you. KK75410. SEE Seven-Up Company.

THOR CORPORATION ©.

How father stopped the feudin' at the Posters'. cComic strip; Thor. (Washing machine) Adv. from Sunset, Oct. 1952, p. 141. Appl. author: Henri, Hurst & McDonald, inc. © 25Sep52; KK78275.

Monday magic for Margie. Thor. [Comic strip] (Washing machines) Adv. from the Progressive farmer, Nov. 1952, p. 111. Appl. author: Henri, Hurst & McDonald, inc. © 15Oct52; KK79325.

No more Monday moods for mom. (Washer) Adv. from Sunset, Nov. 1952, p. 173. Appl. author: Henri, Hurst & McDonald, inc. © 25Oct52; KK79227.

No more Monday moods for mom. Thor. (Washing machines) Adv. from the Saturday evening post, Nov. 15, 1952, p. 105. Appl. author: Henri, Hurst & McDonald, inc. © 12Nov52; KK79905.

Wilma doesn't worry any more. cComic strip; Thor. (Washing machine) Adv. from Sunset, Sept. 1952, p. 79. Appl. author: Henri, Hurst & McDonald, inc. © 25Aug52; KK77036.

TICONIUM ©.

Complete lab service. (Dental alloy) Card. Appl. author: A. J. Griffin. © 4Jul52; KK76786.

Is sailing your hobby ... good work is our hobby. Ticonium. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Sep52; KK77816.

Is your hobby photography? A perfect duplicate everytime. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Oct52; KK79112.

Just returned from vacation. Ticonium. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 4Aug52; KK76827.

Operating instructions Ticonium Ti-Lectro polishing unit. (Dental alloy) Sheet. Appl. author: A. J. Griffin. © 10Jul52; KK75878.

What do you notice first of anyone? Folder. Appl. author: A. J. Griffin. © 4Oct52; KK79954.

You plant the seeds right now. (Dental alloy) Folder. Appl. author: A. J. Griffin. © 12Jun52; KK75533.

TIE-DEE PRODUCTS COMPANY.

Tie-Dee, the original tie pressing cleaning fluid. Cont. 4 oz. Label. © Tie-Dee Products Co., Louis C. Epstein, sole owner; 20Sep52; KK78341.

TIEMANN, ROLAND WILFRED.

Annual jackpot for . KK80442. SEE Duro-Test Corporation.

De luxe all-weather Hi-Lites with mechanical base. SEE Duro-Test Corporation.

De luxe Daylite, a new Duro-Test exclusive fluorescent color [lamp] by Duro-Test. KK80436. SEE Duro-Test Corporation.

For greater traffic safety, new Duro-Test V-Beam traffic lamp. KK80437. SEE Duro-Test Corporation.

Jackpot card. KK80443. SEE Duro-Test Corporation.

New, the world's best lamp for high-bay lighting. SEE Duro-Test Corporation.

1952 Duro-Test annual autumn sweepstakes. KK80440. SEE Duro-Test Corporation.

Now, Duro-Test introduces a new, safer traffic lamp, the V-Beam. SEE Duro-Test Corporation.

Reduce traffic accidents, save more lives with Duro-Test V-Beam. KK80441. SEE Duro-Test Corporation.

Something new in signs. SEE Duro-Test Corporation.

V-Beam, Duro-Test's new signal lamp for greater traffic safety. SEE Duro-Test Corporation.

TILLSON, ROYDEN HERBERT ©.

Nose skin cleanser. Tillson's Contents: 4 fl. ozs. Label. © 20Nov50; KK75748.

TIME, INC. ©.

Are these visitors from space? (Life magazine) Adv. from Buffalo evening news, Apr. 4, 1952, p. 41. Appl. author: Young & Rubicam, inc. © 3Apr52; KK76601.

Big-time boxing's unknown bosses. Life. (Magazine) Adv. from the Sun, Baltimore, May 22, 1952, p. 45. Appl. author: Young & Rubicam, inc. © 22May52; KK76594.

Front row center. Life. (Magazine) Adv. from the Atlanta constitution, May 1, 1952, p. 24. Appl. author: Young & Rubicam, inc. © 1May52; KK76597.

Have you really seen him? Life. (Magazine) Adv. from the New York times, June 12, 1952, p. 68. Appl. author: Young & Rubicam, inc. © 12Jun52; KK76591.

He could strike you out-blindfolded. Life. (Magazine) Adv. from the Evening sun, Baltimore, May 8, 1952. Appl. author: Young & Rubicam, inc. © 8May52; KK76596.

Kerima's kiss, Dulles' doctrine, Renoir's art. Life. (Magazine) Adv. from the Sun, Baltimore, May 15, 1952, p. 51. Appl. author: Young & Rubicam, inc. © 15May52; KK76595.

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What Ike was like. (Life magazine) Adv. from the Evening star, Washington, Apr. 24, 1952, p. A-42. Appl. author: Young & Rubicam, inc. © 24Apr52; KK76598.

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The woman in the background. Life. (Magazine) Adv. from New York herald tribune, June 26, 1952, p. 16. Appl. author: Young & Rubicam, inc. © 26Jun52; KK76590.

You hang from a skyhook. (Life magazine) Adv. from Rochester times-union, Apr. 10, 1952, p. 47. Appl. author: Young & Rubicam, inc. © 10Apr52; KK76600.

TIMELY CLOTHES, INC. ©.

Balanced tailoring makes Timely clothes look better longer. What makes this man well dressed? Adv. Appl. author: Morton Freund Advertising Agency, inc. © 14Nov52; KK79992.

What makes this man well dressed? First, his clothes are right for the occasion. Timely clothes. Adv. Appl. author: Morton Freund Advertising Agency, inc. © 7Oct52; KK78736.

What makes this man well dressed? His suit, a new, soft worsted, is correct for the time and place. Timely clothes. Adv. Appl. author: Morton Freund Adv. Agency, inc. © 10Oct52; KK78735.

What makes this man well dressed? Timely clothes. Adv. Appl. author: Morton Freund Advertising Agency, inc. © 12Sep52; KK77370.

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What makes this man well dressed? Timely Clothes Plateau fabric by Pacific Mills. (Men's clothing) Adv. from Esquire, Oct. 1952, p. 19. Appl. author: Morton Freund Advertising Agency, inc. © 7Sep52; KK77316.

TIMKEN ROLLER BEARING COMPANY.

Atlantic Coast Line goes roller freight; puts 946 cars on Timken roller bearings ... Adv. from Business week, Oct. 11, 1952, pp. 4-5. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 11Oct52; KK78995.

Makes soft jobs out of tough nuts. Timken fine alloy steel. Adv. from Business week, Sept. 27, 1952. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 27Sep52; KK78115.

New Senator gets everyone's vote. The railroads' newest vote-getter is Roller Freight. Timken tapered roller bearings. Adv. from Business week, July 19, 1952. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 19Jul52; KK76474.

On these twin trains, even the fun goes double. The next great step in railroading is Roller Freight. Timken tapered roller bearings. Adv. from Business week, June 21, 1952. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 21Jun52; KK76475.

TIMKEN ROLLER BEARING COMPANY. Cont'd.

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See the grandeur of the West from a trail to match. Timken tapered roller bearings. Adv. from the Saturday evening post, Aug. 23, 1952. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 23Aug52; KK77676.

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The trip that's Mardi Gras all the way. Timken tapered roller bearings. Adv. from the Saturday evening post, Sept. 20, 1952. Appl. author: Batten, Barton, Durstine & Osborn, inc. © The Timken Roller Bearing Co.; 20Sep52; KK77677.

TINNERMAN PRODUCTS, INC. ©.

Announcing the clamp that meets all military requirements ... Tinnerman Harness Clamp. Bull. no. 325. Sheet. Appl. author: Meldrum & Fewsmith, inc. © 18Feb52; KK75030.

Fastener engineering guide to, where Speed Nuts belong on aircraft. Bull. no. 327. Folder. Appl. author: Meldrum & Fewsmith, inc. © 30Apr52; KK75031.

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TIRES, INC. ©.

Anniversary tire sale, below dealer prices. The direct new way to buy, making tire history. Adv. from New York Sunday mirror, Nov. 9, 1952, p. 63. © 9Nov52; KK79660.

Anniversary tire sale below dealer prices. Sensational price slash on entire stocks of world's finest top first quality nationally famous brands. Adv. from Daily mirror, New York, p. 36. © 18Nov52; KK79522.

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Important news to all car owners. The new way to buy tires. Nationally famous brands. Folder. Appl. author: Miller Advertising Agency, inc. © 28Feb52; KK79654.

TOASTMASTER PRODUCTS DIVISION, MCGRAW ELECTRIC COMPANY. SEE McGraw Electric Company. Toastmaster Products Division.

TODD, W. MITCHELL ©.

Fly-In-Saucer. (Clothing, flags, banners) Label. © 10Oct52; KK78210.

TODD AND ASSOCIATES.

Zing-Shot, the hunting sling shot that shoots arrows, too. KK76086 ... SEE Zing Manufacturing Company.

TOM THUMB TRRAINTOWN CORPORATION ©.

Tom Thumb train town; the Fold-A-Way electric train layout children enjoy, and parents appreciate. Folder. Appl. author: Harry A. Slatnick. © 26Aug52; KK77021.

TOOL INDUSTRIES, INC. MELDON

INDUSTRIES, INC. DIVISION ©. Now. One model handles all fuel filtering jobs. Federal filter. Folder. Appl. author: Advisors, inc. © 30Oct52; KK79335.

TOURNEAU, INC. ©.

Calendar with moonphase, a watch that also tells the day ... Adv. from New York times magazine, Sept. 14, 1952, p. 68. Appl. author: Merwyn J. Chasen. © 14Sep52; KK79538.

Lancer la Mode, watches that look like exquisite bracelets ... Adv. from New York times magazine, Sept. 7, 1952, p. 60. Appl. author: Merwyn J. Chasen. © 7Sep52; KK79539.

Tourneau Cotillion, 50 elegant, so practical, so versatile. (Watch) Adv. from New York times magazine, Oct. 12, 1952, p. 62. Appl. author: Merwyn J. Chasen. © 12Oct52; KK79537.

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TOWER GROVE SHOE COMPANY ©.

Tee geez, by Tower Grove Shoe Co. (Shoe carton) Label. Appl. author: Conrad A. Straube. © 25Aug52; KK76919.

TOWLE MANUFACTURING COMPANY ©.

Introducing a breeze-fresh by Towle, Southwind. (Sterling silver tableware) Adv. from House beautiful, Oct. 1952, p. 17. © 20Sep52; KK77492.

TOWNE TALK COMPANY ©.

How to be a soda jerker at home. (Soda fountain toppings) Folder. Appl. authors: Albert White & David Rose. © 16Jul52; KK75634.

TOY CENTER OF AMERICA ©.

[Box with ornate lettering; N, B, C, Y] (Baby toy) Label. Appl. author: Thomas C. Martin. © 15Sep52; KK79017.

TRACY-LOCKE COMPANY.

Consistently rich, robust flavor ... KK77169. SEE Duncan Coffee Company.

Maryland Club has everything. KK77168. SEE Duncan Coffee Company.

Save up to 25¢ per pound. SEE Duncan Coffee Company.

10 to 15 more cups per pound. KK75989. SEE Duncan Coffee Company.

TRADER VIC'S, INC.

Basic French dressing. Trader Vic's. Contents 1 pint. Label. Appl. author: Victor J. Bergeron. © Trader Vic's Food Products, inc., d.b.a. Trader Vic; 14Oct52; KK79302.

Hot buttered rum; Planters punch; Rum Cow. (Recipes) Label. Appl. author: Victor J. Bergeron. © Trader Vic's Food Products, inc., d.b.a. Trader Vic's; 3Nov52; KK79019.

Light Puerto Rican rum 86 proof 4/5 quart. Label. Appl. author: Victor J. Bergeron. © Trader Vic's Food Products, inc., d.b.a. Trader Vic's; 3Nov52; KK79018.

Rum and brandy. Label. Appl. author: Victor J. Bergeron. © Trader Vic's Food Products, inc., d.b.a. Trader Vic's; 18Sep52; KK78371.

Trader Vic's Tom & Jerry. Trader Vic Flip. A blend of rum and brandy. Label. Appl. author: Victor J. Bergeron. © Trader Vic's Food Products, inc., d.b.a. Trader Vic's. 18Sep52; KK78372.

TRADER Vic's Food Products, inc., d.b.a. Trader Vic's. SEE Trader Vic's, inc.

TRAPANI, MICHAEL.

Hair Tamer for wild hair. KK76839.
SEE Pro-Capa Products, Inc.

Lanolin creme hair conditioner; Pro-Capa; removes loose dandruff.
KK76840. SEE Pro-Capa Products, Inc.

TRAPP, C. H.

Best time to condition your soil.
KK77104. SEE Monsanto Chemical Company.

Clearing up some confusions about soil conditioners. KK75659. SEE Monsanto Chemical Company.

In the sales spotlight. KK78773.
SEE Monsanto Chemical Company.

Krilium can solve lawn problems.
KK80416. SEE Monsanto Chemical Company.

New gardening aid for bulb planting.
SEE Monsanto Chemical Company.

New handy size. KK77100. SEE Monsanto Chemical Company.

New 1-lb. package promotes year-round sales, profits. KK78772. SEE Monsanto Chemical Company.

Timely hints on soil conditioning; what to do now about bulbs ...
KK80419. SEE Monsanto Chemical Company.

TRAUB, SAM.

Which would you rather have, a beautiful face or a beautiful figure?
KK79417. SEE Lily of France, Inc.

TRAUM (DAVID) COMPANY, INC. ©.

When a woman takes a notion, she takes a Traum notion. (Elastic sewing thread) Adv. from Notion & novelty review, July 1952, p. 9.
Appl. author: George N. Kahn Co., Inc. © 25Jun52; KK75078.

When a woman takes a notion, she takes a Traum notion. Traum name tape. Adv. from Notions and art needlework, June 1952, p. 1.
Appl. author: George N. Kahn Co. © 20May52; KK75570.

TRIANGLE JACK COMPANY, INC. ©.

Red Ball frame Jack. A ball bearing Jack with Acme threads. (Accessory for automotive vehicle) Label.
Appl. author: Theodore R. Breed. © 2Jul52; KK75403.

TRIBORO QUILT MANUFACTURING CORPORATION ©.

Life begins with a Triboro product. Remember to pay us a visit when at the Metropolitan juvenile style mart. (Blankets and quilts) Label.
Appl. author: Sam Kaplan. © 1Dec52; KK80078.

TRIMEDGE, INC. ©.

Economical mouldings of enduring beauty. Bonn-e-trim, mouldings of extruded aluminum alloy.
Sheet. © 15Jul52; KK76703.

Extruded aluminum alloy moldings. New Trim-A-Luster finish is now the regular finish ... Folder. Appl. author: Brindley-Roth, Inc. © 10Sep52; KK79298.

Have you heard the news? Everybody's talking about the new Trim-A-Luster. Will not rub off black. (Extruded aluminum moldings) Adv. from Trailer topics, Aug. 1952, p. 35. © 5Aug52; KK76702.

TRIPPETTI, CORINNE.

Three men and child: Stationery folder. (301) © Corinne Trippetti, Tuftonboro, N. H.; 29Mar52; K31870.

Three camels: Stationery folder. (303) © Corinne Trippetti, Tuftonboro, N. H.; 29Mar52; K31871.

Three men with gifts: Stationery folder. (300) © Corinne Trippetti, Tuftonboro, N. H.; 29Mar52; K31872.

Two birds: Stationery folder. (302) © Corinne Trippetti, Tuftonboro, N. H.; 29Mar52; K31869.

TRIPLETT, J. W. ©.

Travel wise. (Motor court tourist service) Sheet. Appl. author: Herman Herbert Hutson. © 28Jan52; KK79275.

TROPIC-AIRE, Inc., Subsidiary of McGraw Electric Company. SEE McGraw Electric Company. Tropic-Aire, Inc.

TROPICAL PAINT AND OIL COMPANY.

Cleaner for floors, walls, stairways, woodwork, windows and general cleaning. Tropical. Pamphlet. Appl. author: Emery J. Sirmay. © The Tropical Paint & Oil Co.; 30Jul52; KK76142.

TROUTMAN, C. A.

How to get the utmost comfort from this Thermo Ray radiant heat screen.
KK77892. SEE Universal Company.

TRUSCON STEEL COMPANY ©.

Presenting Truscon ranch windows, particularly suited to one-story home construction ... Folder. Appl. author: Paul L. Callahan. © 20Jun52; KK76175.

TRU-STEER.

Trailer dollies. Good living. The house-trailer has opened a vast new field ... Tru-Steer. Sheet. © Tru-Steer Manufacturing Co., d.b.a. Tru-Steer; 24Apr52; KK75941.

TRU-STEER Manufacturing Company, d.b.a. Tru-Steer. SEE Tru-Steer.

TUBE CRAFT, INC. ©.

New, easy way to garden indoors with Tube Craft Flora Cart. (Portable plant carrier) Folder. Appl. author: John W. Held. © 10Oct52; KK78242.

TUBING APPLIANCE COMPANY ©.

Only TAC has perfected the open-end ratchet wrench. Adv. from Business week, Feb. 2, 1952. Appl. author: Byron H. Brown. © 2Feb52; KK77095.

TUBING APPLIANCE COMPANY, INC. ©.

Only TAC has perfected the open-end ratchet wrench. Adv. from Business week, Feb. 2, 1952, p. 72. Appl. author: Byron H. Brown & Staff. © 2Feb52 (in notice: 1951); KK76999.

TUCKER, ROY E. ©.

A handy practical way to come out ahead each month. Beneficial budgetbank. (Loan system) Folder. Appl. author: Beneficial Management Corp. © 10Sep52; KK78083.

TUDOR HOUSE COFFEE CORPORATION ©.

King Othon coffee. 1/2 pound net. Label. Appl. author: C. A. Andreadis. © 5Jun52; KK76148.

TUPPER, Earl S. SEE Tupper Corporation.

TUPPER (R. E.) AND SON ©.

Enjoy the new tick tack toe, its loads of fun. (Game) Label. Appl. author: Russell E. Tupper. © 10Oct52; KK79463.

TUPPER, Russell E. SEE Tupper (R. E.) and Son.

TUPPER CORPORATION ©.

The Tupper comb and: shampoo fount. Tupperware. (Plasticware) Label. Appl. author: Earl S. Tupper. © 13Sep52; KK77972.

Tupperware bell funnel. (Plasticware) Label. Appl. author: Earl S. Tupper. © 20Aug52; KK77982.

Tupperware bread server. (Plasticware) Label. Appl. author: Earl S. Tupper. © 12Sep52; KK77980.

Tupperware canister set. (Plasticware) Label. Appl. author: Earl S. Tupper. © 12Sep52; KK77976.

Tupperware covered sugar and creamer and: pitcher. (Plasticware) Label. Appl. author: Earl S. Tupper. © 25Aug52; KK77973.

Tupperware cups and saucers. (Plasticware) Label. Appl. author: Earl S. Tupper. © 25Aug52; KK77974.

Tupperware refrigerator bowls, set of 3 with patented seal covers. (Plasticware) Label. Appl. author: Earl S. Tupper. © 20Aug52; KK77979.

Tupperware serve 'n save cake taker. (Plasticware) Label. Appl. author: Earl S. Tupper. © 20Aug52; KK77975.

Tupperware tumblers. (Plasticware) Label. Appl. author: Earl S. Tupper. © 20Aug52; KK77977.

Tupperware 20 oz. canister. (Plasticware) Label. Appl. author: Earl S. Tupper. © 12Sep52; KK77978.

Tupperware 20 oz. square seal home freezer box. (Plasticware) Label. Appl. author: Earl S. Tupper. © 20Aug52; KK77981.

TURBET, FRANK A.

Gateway Airlark circle tour of the United States. KK78840. SEE Gateway Tours.

TURNER, JOHN BENNETT.

Your perfect Bennett fireplace. KK77942. SEE Bennett-Ireland, Inc.

TUSSY Cosmetics division of Lehn and Fink Products Corporation. SEE Lehn and Fink Products Corporation. Tussy Cosmetics Division.

TWENTIETH CENTURY NOVELTY COMPANY ©.

Be real flush; for good luck wear a "Nevabroke" ring ... Label. Appl. author: Mannie E. Moore. © 5Aug52; KK77166.

The Lucky Buck Ring. Each ring contains a genuine four-leaf clover ... (Finger ring) Sheet. Appl. author: Mannie E. Moore. © 27May52; KK75606.

TWINKLE PRODUCTS COMPANY.

21 milk shake flavors. Tall, frosty delicious, flavored by Twinkle. Sheet. © Raynesford P. Bacorn, d.b.a. T.P. Co. (Twinkle Products Co.); 10May52; KK77087.

TWITTY, FRANK L.

New Robert Curley Lanolin compound creamed shampoo. KK79225. SEE Locks Laboratories.

TYROLER, LOUIS.

Basic dress pattern complete and easy. KK79460. SEE Else, Inc.

TYRRELL, J. P.

Meco Numastik bond. KK78047. SEE Maintenance Engineering Company.

- TYRRELL, J. P. Cont'd.**
A resume of Meco products. KK78046.
SEE Maintenance Engineering Company.
Waterproof and fireproof your roofs.
KK79402. SEE Maintenance Engineering Company.
- TYSON, FRANKLIN C.**
Can I blow it out dad? KK75786.
SEE Hardware Mutuals.
Get two every time with this red-hot combination. KK75417. SEE Motor Products Corporation. Deepfreeze Appliance Division.
Home freezers by Deepfreeze; refrigerators by Deepfreeze. KK75415. SEE Motor Products Corporation. Deepfreeze Appliance Division.
Your two sure winners for extra profits and satisfied customers. KK75416. SEE Motor Products Corporation. Deepfreeze Appliance Division.
Tastykake. On home plates. (Cake) Poster. (Its Design no. 149) © 15May52; KK78163.
Tastykake -- on the beam. (Cake) Poster. (Its Design no. 150) © 15Sep52; KK78163.
- TAYLOR, DEEMS.**
A sound approach to better listening at home. KK80355. SEE Radio Craftsmen, inc.
- TAYLOR, JOHN JOSEPH.**
Ruppiner dark beer. KK79353. SEE Ruppert, Jacob.
- TAYLOR, R. R.**
New summer Loretta Powers dessert recipes with Solo cake and pastry fillings. KK75860. SEE Sokol and Company.
- TAYLOR (THOMAS) AND SONS ©.**
The exquisite becomes practical with Shugor. (Shoes) Adv. from Boot and shoe recorder, Aug. 15, 1952, p. 48. Appl. author: Ralph A. Parker. © 15Aug52; KK76921.
Investigate Dawhide impregnated fabric laces - better than rawhide. Adv. from Creative footwear, Nov. 1952, p. 3. Appl. author: Ralph A. Parker. © 19Nov52; KK79971.
Style unlimited, with Shugor to adjust the fitting, there is no limit to pert pattern ... (Shoe goring) Adv. from Boot and shoe recorder, July 1, 1952, p. 20. Appl. author: Ralph A. Parker. © 1Jul52; KK75390.
We manufacture narrow elastic and non-elastic braid and webbing of nylon, dynel, orlon ... Adv. from the Technology review, July 1952, p. 535. Appl. author: Ralph A. Parker. © 27Jun52; KK76004.
- TAYLOR AND SLEDD, INC. ©.**
Tidewater fresh river herring. Contents 15 ozs. avoird. Label. © 1Apr51; KK79002.
Tidewater genuine fresh river herring roe. Contents 15 ozs. avoird. Label. © 1Apr51; KK80126.
Tidewater salt roe herring. Prepared for frying. Contents 1 lb. net. Label. © 1May50; KK80125.
- TECA CORPORATION ©.**
Portable two circuit low volt and pulse generator. (Physio-therapy devices) Sheet. Appl. author: Fred Landauer. © 15Feb52; KK75663.
Variable pulse generator and chronaximetric meter for electro-diagnosis & prognosis. Teca. (Physio-therapy devices) Sheet. Appl. author: Fred Landauer. © 15May52; KK75664.
- Teca CD4P.** A two circuit generator with variable frequencies for conventional low-volt therapy. (Physio-therapy devices) Sheet. Appl. author: Fred Landauer. © 18Jul52; KK78312.
- TELEVISION HOSIERY CORPORATION ©.**
Star of Television hosiery. The new magic beauty nylon stockings. Label. Appl. author: Industrial Lithographic Co., inc. © 5Sep52; KK78211.
- TENNESSEE PLASTICS, INC. ©.**
Ra-Heat. It's electric. It's radiant. It's fast. (Heating equipment) Folder. Appl. author: Wilfred G. Waddell. © 1May52; KK75295.
- TENNESSEE VALLEY PECAN COMPANY ©.**
Here comes happiness; nuts to you. Pecans. 7/8 gallon liquid measure. Label. Appl. author: A. J. Hawthorne. © 9Sep52; KK78166.
Here comes happiness; nuts to you. Say merry Christmas with delicious pecans. Folder. Appl. author: A. J. Hawthorne. © 15Oct52; KK78551.
- TEXTILEATHER CORPORATION ©.**
The Textolite. (Coated fabrics) Summer 1952. 9 p. © 13Aug52; KK76846.
- THALCO ©.**
The original Thalco fiber glass process for your boat. Folder. Appl. author: Elliott V. Bogert. © 10Oct52; KK78832.
- THEW, ROBERT GARRET.**
What is a trivet? Garret Thew Studios. Folder. © Robert Garret Thew (in notice: R. Garret Thew); 20Jun52; KK77161.
- THOMAS, EDMOND G.**
Billions of new red blood cells. KK77811. SEE Sharp and Dohme, inc.
How physicians control diarrhea three ways at once. KK75933. SEE Sharp and Dohme, inc.
The modern look will bring you new prescription sales. KK75349. SEE Sharp and Dohme, inc.
Penicillin for small fry without the needle. KK77843. SEE Sharp and Dohme, inc.
Potency in micrograms. KK78496. SEE Sharp and Dohme, inc.
To boost sales and profits, a modern up-to-date prescription department. KK74950. SEE Sharp and Dohme, inc.
- THOMAS, JOHN.**
3 hooking combinations. KK78168. SEE Fury Manufacturing Company.
- THOMAS, T. A., J. E. Spangler and Walter M. Longmoor, a co-partnership, d.b.a. Western Cannery Co. SEE Western Cannery Company.**
- THOMASSON (ROSS) COMPANY ©.**
Air Force engraved stationery. Label. © 13Oct52; KK79083.
- U**
- ULMER PHARMACAL COMPANY ©.**
Bartow Selectabs. (Pharmaceutical tablet) Blotter. Appl. author: Robert W. Bostrom. © 10Oct52; KK78098.
Ben-Caine B-B. (Pharmaceutical ointment) Blotter. Appl. author: Robert W. Bostrom. © 10Oct52; KK78099.
- Kler-Ro Ulmer, blood solvent and detergent. Folder. Appl. author: Robert W. Bostrom. © 19Jun52; KK75292.**
- Temabar Ulmer. Sedatives are of paramount importance ... (Pharmaceutical tablet) Label. Appl. author: Robert W. Bostrom. © 15Aug52; KK77511.**
- UNDERWEAR GUILD, INC. ©.**
2 men's athletic shirts, tested and approved by United States Testing Co. (Men's underwear) Label. Appl. author: Victor Lebow. © 23Jul52; KK75695.
2 pair girls' panties, tested and approved by United States Testing Co. (Girls' underwear) Label. Appl. author: Victor Lebow. © 23Jul52; KK75694.
- UNDERWOOD CORPORATION ©.**
Automobile dealers in the Akron area join the swing to Underwood Sundstrand accounting machines. Another part of the country is heard from ... (Accounting machines) Adv. Appl. author: Robert Alfred Nickel. © 14Sep52; KK79022.
Figure on a long and carefree life, for this so-easy-to-operate Underwood Sundstrand 10-key adding-figuring machine ... Adv. Appl. author: Robert Alfred Nickel. © 4Sep52; KK79026.
For 89 years Emery, Bird, Thayer has been building a reputation for doing things the better way. (Accounting machines) Adv. from Department store economist, Sept. 1952. Appl. author: Alfred Robert Nickel. © 7Aug52; KK77715.
Get ahead in the world with typing that's worlds ahead; use an Underwood all electric. You give yourself a good break ... (Typewriters) Adv. from Today's secretary, Oct. 1952. Appl. author: Robert Alfred Nickel. © 9Sep52; KK79021.
Good reports, just what you'd expect from the newest Underwood Finger-Flite Champion portable. (Typewriter) Adv. from the Saturday evening post, Aug. 16, 1952. Appl. author: Alfred Robert Nickel. © 16Aug52; KK77718.
Help your students get ahead in the world with typing that's worlds ahead. Underwood all electric typewriter. Adv. from American school board journal, Oct. 1952. Appl. author: Alfred Robert Nickel. © 21Aug52; KK77717.
Know what, I have the 7,000,000th Underwood. (Typewriters) Adv. from Office management, July 1952. Appl. author: Alfred Robert Nickel. © 13May52; KK75456.
Let's look at the records; then you'll want this 2-in-1 machine. Underwood Sundstrand automatic printing calculator. (Accounting machines) Adv. from the Office, June 1952. Appl. author: Alfred Robert Nickel. © 22May52; KK75457.
Make this back to school promotion. Promote your profits, too. Feature Underwood portable typewriters. Adv. from Geyer's topics, Sept. 1952. Appl. author: Alfred Robert Nickel. © 14Aug52; KK77716.
Minneapolis-St. Paul vote is in. Underwood Sundstrand. (Accounting machines) Adv. from Automotive news, Apr. 21, 1952. Appl. author: Alfred Robert Nickel. © 17Mar52; KK75452.

No matter how you figure it, you'll always have the right answer with this Underwood Sundstrand 10-key adding-figuring machine. Adv. from the Saturday evening post, June 21, 1952. Appl. author: Alfred Robert Nickel. © 27May52; KK75458.

Note the Underwoods wherever you go. Now, over 7,000,000 of them. No wonder Underwood is the typewriter leader of the world. Adv. Appl. author: Alfred Robert Nickel. © 3Jun52; KK75455.

On this single machine you post all applications. Underwood Elliott Fisher models. (Accounting machines) Adv. Appl. author: Alfred Robert Nickel. © 8Jun52; KK75453.

Only good reports, just what you'd expect from the newest Underwood Finger-Flite champion portable. (Typewriters) Adv. from Scholastic, Sept. 24, 1952. Appl. author: Robert Alfred Nickel. © 2Sep52; KK79020.

Read this letter it speaks for itself; it may concern you. Take a tip that the City of Cherokee, Oklahoma ... Underwood Sundstrand accounting machines. Adv. Appl. author: Robert Alfred Nickel. © 25Sep52; KK79023.

This Underwood Sundstrand model E is so easy, so automatic. It's like having wings in your finger tips. (Accounting machines) Adv. Appl. author: Robert Alfred Nickel. © 10Oct52; KK79027.

To remind you, features that will make you proud of your Underwood Finger-Flite portable typewriter. Adv. Appl. author: Alfred Robert Nickel. © 2May52; KK75454.

We heartily recommend Underwood Sundstrand equipment to other Credit Unions. Enthusiastic users ... Adv. Appl. author: Robert Alfred Nickel. © 16Sep52; KK79025.

When customers ask your advice on ribbons here's a distinctive ribbon ... Offer distinctive service. Gold Box ribbon. Adv. Appl. author: Robert Alfred Nickel. © 17Sep52; KK79024.

UNGER, L. A. SEE Unger Company.

UNGER COMPANY.

Baked foods design. (Bakery packaging containers) Label. Appl. author: L.A. Unger. © The Unger Company; 9Aug52; KK76995.

UNION SPECIAL MACHINE COMPANY ©.

For better, faster, more economical production of men's dress and sport shirts. Union Special. (Industrial sewing machines) Folder. Appl. author: Arthur James Feigel. © 16Jun52; KK75019.

Union Special for better, faster, more economical production of overalls and coveralls. Bulletin 253. (Industrial sewing machines) Folder. Appl. author: Arthur James Feigel. © 12Aug52; KK78537.

Union Special for better, faster, more economical production of service shirts and pants. Bulletin 251. (Industrial sewing machines) Folder. Appl. author: Arthur James Feigel. © 12Aug52; KK78538.

UNION WIRE ROPE CORPORATION ©.

Directions for splicing an eye into the end of a wire rope. Folder. Appl. author: Ray G. Noble. © 15Sep52; KK79277.

UNIT PARTS CORPORATION ©.

Illustrated news. Spring is clean-up time. N. A. P. A. assurance of quality. May 1952. (Automotive parts) Folder. Appl. author: The Moss-Chase Co. © 5May52; KK76133.

UNITED BLOUSE, INC. ©.

Unisee finish. Lady Stephens casual gabardine jacket. (Articles of clothing) Sheet. Appl. author: Joseph Nachman. © 5Jun52; KK80573.

Unisee finish. Lady Stephens gabardine skirt and jacket set. (Articles of clothing) Sheet. Appl. author: Joseph Nachman. © 5Jun52; KK80574.

UNITED FEATURE SYNDICATE, INC. ©.

Git yore man with Cream of Wheat's Sadie Hawkins breakfast. (Wheat breakfast food) Adv. from the Saturday evening post, Oct. 18, 1952, p. 147. Appl. author: Alfred G. Caplin. © 15Oct52; KK78757.

Li'l Abner by Al Capp. Fire, th' widder Hamfat is trapped on her burnin' roof. Cream of Wheat. (Cereal) Adv. from Woman's home companion, Nov. 1952, p. 52. Appl. author: Alfred G. Caplin. © 24Oct52; KK79119.

Li'l Abner by Al Capp. Yo' cain't do this to me wolf-gal, ah is a married man. Cream of Wheat. (Cereal) Adv. from the Saturday evening post, Sept. 13, 1952, p. 115. Appl. author: Alfred G. Caplin. © 10Sep52; KK77725.

UNITED PACKERS, inc., d.b.a. Chicago Beef Co. SEE Chicago Beef Company.

UNITED PURE FOOD COMPANY ©.

Marie Elisabeth brand. Portuguese boneless sardines ... Label. © 15Jan52; KK76828.

Marie Elisabeth brand. Portuguese fancy sardines ... Contents: 3 3/4 oz. Label. © 15Jan52; KK76830.

Marie Elisabeth brand. Portuguese skinless and boneless sardines ... Contents: 3 3/4 oz. Label. © United Pure Food Co.; 15Jan52; KK76829.

UNITED STATES BEDDING COMPANY.

Is your waking back an aching back? KK78209. SEE Eclipse Sleep Products, inc.

3 great mattress manufacturers join in a history-making announcement to the bedding trade. KK76181. SEE Eclipse Sleep Products, inc.

UNITED STATES BREWERS FOUNDATION ©.

From where I sit, by Joe Marsh. (Beer) Adv. Appl. author: J. Walter Thompson. As a matter of fact. © 8May52; KK77799.

Attention ladies. © 22May52; KK77798.

Experienced hand wanted. © 7Feb52; KK74974.

Good neighbor policy. © 12Jun52; KK77800.

How nervy can a tenant get? © 10Jul52; KK77797.

It isn't the heat, it's the hide. © 20Mar52; KK74976.

Jiggs gets four hot-foots. © 21Feb52; KK74978.

Me, advising a banker. © 24Jul52; KK77803.

Might as well get in key. © 3Apr52; KK74975.

They do give a hoot for Easy. © 6Mar52; KK74977.

Well, what do you know? © 7Aug52; KK77802.

Whitey sure rang the bell. © 26Jun52; KK77801.

UNITED STATES GRAPHITE COMPANY.

Mexatop, an excellent insulating cover for ingot heads, risers of steel, grey iron or non-ferrous castings. Pamphlet. Appl. author: Fremont Finch Ruhl. © The United States Graphite Co.; 28Dec51; KK75499.

Mexican mold coatings. (Graphite) Sheet. Appl. author: Raymond H. Amberger. © The United States Graphite Co.; 1Jul52; KK76111.

9 reasons why Mexican ingot mold washes will increase your profits. Folder. Appl. author: Fremont Finch Ruhl. © The United States Graphite Co.; 1Jun52; KK75500.

SEE ALSO Wickes Corporation. United States Graphite Company.

UNITED STATES GYPSUM COMPANY ©.

The business of farming. Blueprints for building. USG. (Building materials) Folder.

Better brooder for broilers. No. 2. © 15Feb52; KK77007.

Flexible home for fine living. No. 7. © 11Sep52; KK79287.

Home for champions. No. 5. © 24Jun52; KK77008.

Home that fits the farm. No. 3. © 21Mar52; KK77009.

Low-cost shed for high-priced machinery. No. 4. © 12May52; KK77005.

Pig saving hog house. No. 8. © 22Oct52; KK79286.

The business of farming's remodeling idea book. No. 6. USG. (Building materials) Pamphlet. © 28Jun52; KK77006.

New Perf-A-Bead, U. S. G.'s easy-on-metal corner reinforcement for Sheetrock wallboard. Folder. © 5May52; KK76369.

Out of U. S. G.'s vast program of research ... another great plaster development, new Structo-Gauge plaster. Folder. © 1Jul52; KK76370.

Popular home's ... photo plan. USG. (Building materials) Folder.

Follow-the-sun house. Anniversary house no. 4. © 29May52; KK76368.

House for flexible living. Anniversary house no. 5. © 18Aug52; KK79284.

House for lighthearted living. Anniversary house no. 2. © 6Mar52; KK76367.

House that greets the seasons. Anniversary house no. 3. © 17Apr52; KK76366.

House that leads two lives. Anniversary house no. 7. © 10Oct52; KK79285.

Popular home's remodeling idea book. (Building materials) 15 p. © 7Jul52; KK79288.

U. S. Industrial Chemicals Company Division, National Distillers Products Corporation. SEE National Distillers Products Corporation. U. S. Industrial Chemicals Company Division.

U. S. MENGEL PLYWOODS, INC.

These wizards with wood. SEE United States Plywood Corporation.

UNITED STATES PLYWOOD CORPORATION.

The architect's question box. Published now and then in the interests of wood finishing, by Firzite and Satinlac, those two little Wizards with Wood. Adv. from Architectural record, July 1952, p. 232. Appl. author: E. T. Howard Co. © United States Plywood Corp.; 1Jul52; KK75118.

These wizards with wood. Get the town's population to thank helpful Hank with a great celebration. Weldwood glue; Firzite; Satinlac. Adv. from Wood construction & building materialist, July, 1952, p. 3. Appl. author: E. T. Howard Co., inc. © United States Plywood Corp. & U. S. Mengel Plywoods, inc.; 1Jul52; KK76275.

These wizards with wood bring gold to the door of Teagle & Thompson's, that prosperous store. Weldwood glue, Firzite, Satinlac. Adv. from Hoosier board and brick, July 1952, p. 13. Appl. author: E. T. Howard Co., inc. © United States Plywood Corp.; 1Jul52; KK75434.

These wizards with wood turn Uncle Sam's mail-men into Harrington Brothers' most hard-hitting salesmen. Weldwood glue, Firzite, Satinlac. Adv. from American paint and oil dealer, Sept. 1952, p. 10. Appl. author: E. T. Howard Co. © United States Plywood Corp.; 1Sep52; KK77362.

UNITED STATES SAFETY SERVICE COMPANY ©.

Employee acceptance the most important consideration in the selection of eye protection. The Saf-I-Duo. (Goggles) Sheet. Appl. author: James W. Cooper. © 4Sep52; KK77242.

A new member of the Saf-I-family. The Saf-I-Flex. (Goggles) Sheet. Appl. author: James W. Cooper. © 8Sep52; KK77240.

The new Saf-Hed fiber glass hat. (Helmets) Sheet. Appl. author: James W. Cooper. © 22Oct52; KK78880.

New Saf-I-Lens. A complete safety lens program. Your choice of 3 lens materials. (Lenses for welders helmets and goggles) Folder. Appl. author: James W. Cooper. © 22Oct52; KK78879.

The new Saf-I-Weld fiber-glass welding helmet. (Welders helmets and face shields) Sheet. Appl. author: James W. Cooper. © 22Oct52; KK78878.

UNITED STATES STEEL COMPANY. NATIONAL TUBE DIVISION ©.

Grease oxidation cand; Extreme pressure. Lubrication manual sheets (Greases) 2 sheets. © 23Oct52; KK80000.

Wheel bearing test. Grease shear stability. Rust prevention. (Lubrication manual sheets) c3; 1. © National Tube Division, United States Steel Company; 8Aug52; KK76309.

UNIVERSAL COMPANY.

How to get the utmost comfort from this Thermo Ray radiant heat screen. Label. Appl. authors: Murray J. Abeles & C. A. Troutman. © Universal Co.; 26Sep52; KK77892.

A portable heater can be beautiful, safe, healthy, economical. (Heat screen) Folder. Appl. author: Harold Metzendorf. © Universal Co. (Universal of High Point); 28Nov52; KK80013.

UNIVERSAL DRAFTING MACHINE COMPANY ©.

The new Universal Boardmaster. (Drafting machine) Pamphlet. Appl. author: Steve Hoover. © 4Jun52; KK74992.

UNIVERSAL PRINTING AND LITHOGRAPH COMPANY ©.

Carnation country style cottage cheese, made fresh daily. Label. Appl. author: Gerald Novorr. © 26May52; KK75623.

Carnation farmer's style cottage cheese, made fresh daily. Label. Appl. author: Gerald Novorr. © 26May52; KK75625.

Carnation old fashioned French vanilla ice cream. Made from an old fashioned recipe, made with eggs. Contents: one pint. Label. Appl. author: Gerald Novorr. © 26May52; KK75627.

Carnation sherbet. So refreshing, so smo-o-oth. Label. Appl. author: Gerald Novorr. © 26May52; KK75624.

Carnation vanilla ice cream. Take plenty home. Label. Appl. author: Gerald Novorr. © 26May52; KK75626.

UPJOHN COMPANY.

Before surgery and after ... Ceбетinic tablets. (Pharmaceuticals) Folder. © The Upjohn Co.; 8Sep52; KK77282.

Both are medicine. A carved stick is as logical a medicine to a Colombian Indian ... Adv. from Time, Nov. 24, 1952, © The Upjohn Co.; 20Nov52; KK79921.

A Chinese crow, a missionary, and ... Medicine, produced with care, designed for health. Adv. from Time, Nov. 10, 1952, p. 81. © The Upjohn Co.; 6Nov52; KK79581.

Cortisone in asthma. (Pharmaceuticals) Folder. © The Upjohn Co.; 4Aug52; KK75995.

Of chicks and man. Ceбетinic. (Pharmaceuticals) Folder. © The Upjohn Co.; 30Jun52; KK75069.

Preserve power. Ceбетinic. (Pharmaceuticals) Folder. © The Upjohn Co.; 18Aug52; KK76489.

Rheumatic fever, the acute attack. Number 2 of a series, presenting current concepts and methods in cortisone therapy. (Pharmaceuticals) Folder. © The Upjohn Co.; 7Jul52; KK75844.

Rheumatoid arthritis. (Pharmaceuticals) Folder. © The Upjohn Co.; 23Jun52; KK75929.

3000 years of experience ... Medicine, produced with care, designed for health. Adv. from Time, Oct. 27, 1952, p. 71. © The Upjohn Co.; 23Oct52; KK79580.

UPTEGROVE, NEIL.

Du Mont cathode-ray equipment. SEE Du Mont (Allen B.) Laboratories, inc.

A general-purpose dual-beam [cathode-ray] oscillograph to fit your needs technically and financially, the Du Mont type 322. KK77198. SEE Du Mont (Allen B.) Laboratories, inc.

Type 322 dual-beam cathode-ray oscillograph. KK80068. SEE Du Mont (Allen B.) Laboratories, inc.

V**VALENSTEIN, LAWRENCE.**

Battle in Seattle. KK75960. SEE Schenley Distillers, inc.

Discord in Concord. KK75959. SEE Schenley Distillers, inc.

S marks the spot for happy weekends. KK78948. SEE Schenley Distributors, inc.

Taste tired. SEE Schenley Distillers, inc.

They're feudin' again in Kentucky. KK75483. SEE Schenley Distillers, inc.

They're taking sides in Columbus. KK75957. SEE Schenley Distillers, inc.

VALSWEET CORPORATION ©.

Valsweet grape nectar. Contents 1 qt. 14 fl. oz. Label. Appl. author: A. Schapiro. © 1Sep52; KK78229.

VAN AUKEN, RAGLAND AND STEVENS.

Get your car prepared now for a safe and sane summer. KK76011. SEE Bear Manufacturing Company.

The stopping story. KK80028. SEE Auto Specialties Manufacturing Company.

VAN CAMP SEA FOOD COMPANY, INC. ©.

Chicken of the Sea albacore bite size white meat tuna. Contents 3 1/4 ozs. avoird. Label. Appl. author: Clarence Bessing. © 28Oct52; KK79139.

Chicken of the Sea albacore bite size white meat tuna. Contents 6 1/2 ozs. avoird. Label. Appl. author: Clarence Bessing. © 28Oct52; KK79140.

Chicken of the Sea albacore white meat tuna. Contents: 7 ozs. avoird. Label. Appl. author: Ettore Firenze. © 3May52; KK75611.

Chicken of the Sea albacore white meat tuna. Contents: 3 1/2 ozs. avoird. Label. Appl. author: Ettore Firenze. © 3May52; KK75610.

Chicken of the Sea bite size tuna. Contents: 12 1/2 ozs. avoird. Label. Appl. author: Ettore Firenze. © 16Jul52; KK75796.

Chicken of the Sea bite size tuna. Hoppy's favorite. Contents: 6 1/2 ozs. avoird. Label. Appl. author: Clarence Bessing. © 2Sep52; KK77449.

Chicken of the Sea fancy tuna. Contents: 7 ozs. avoird. Label. Appl. author: Ettore Firenze. © 3May52; KK75608.

Chicken of the Sea fancy tuna. Contents: 3 1/2 ozs. avoird. Label. Appl. author: Ettore Firenze. © 3May52; KK75609.

Chicken of the Sea solid pack albacore white meat tuna. Contents: 48 cans - 7 ozs. avoird. Label. Appl. author: Ettore Firenze. © 16Jul52; KK75797.

Chicken of the Sea solid pack albacore white meat tuna. Contents 7 ozs. avoird. Label. Appl. author: Clarence Bessing. © 28Oct52; KK79141.

Chicken of the Sea solid pack fancy tuna. Contents 7 ozs. avoird. Label. Appl. author: Clarence Bessing. © 28Oct52; KK79143.

- Chicken of the Sea solid pack fancy tuna. Contents: 13 ozs. avoird. Label. Appl. author: Ettore Firenze. © 16Jul52; KK75795.
- Clear Water yellowtail flakes. Light meat. Contents: 6 ozs. avoird. (Canned fish) Label. Appl. author: Clarence Bessing. © 2Sep52; KK77452.
- Fancy imported solid pack bonito. Van Camp's. Label. Appl. author: Clarence Bessing. © 13Aug52; KK76842.
- Imported bonito flakes. Contents: 6 ozs. avoird. (Canned fish) Label. Appl. author: Clarence Bessing. © 2Sep52; KK77451.
- Light meat tuna. Grated style. Contents: 6 ozs. avoird. Label. Appl. author: Clarence Bessing. © 2Sep52; KK77453.
- White Star bite size tuna. Contents: 3 1/4 ozs. avoird. Label. Appl. author: Ettore Firenze. © 3May52; KK75607.
- White Star bite size tuna. Contents: 12 1/2 ozs. avoird. Label. Appl. author: Clarence Bessing. © 2Sep52; KK77450.
- White Star bite size tuna. Hoppy's favorite. Contents: 6 1/2 ozs. avoird. Label. Appl. author: Clarence Bessing. © 2Sep52; KK77448.
- White Star fancy solid pack albacore white meat tuna. Contents 7 ozs. avoird. Chicken of the Sea. Label. Appl. author: Clarence Bessing. © 28Oct52; KK79142.
- White Star fancy solid pack albacore white meat tuna. Contents: 7 ozs. avoird. Label. Appl. author: Ettore Firenze. © 16Jul52; KK75793.
- White Star fancy solid pack albacore white meat tuna. Contents: 3 1/2 ozs. avoird. Label. Appl. author: Ettore Firenze. © 16Jul52; KK75791.
- White Star solid pack fancy tuna. Contents: 7 ozs. avoird. Label. Appl. author: Ettore Firenze. © 16Jul52; KK75794.
- White Star solid pack fancy tuna. Contents: 3 1/2 ozs. avoird. Label. Appl. author: Ettore Firenze. © 16Jul52; KK75792.
- VANCE, DONALD H.
For efficient, economical vibration control, Korfund cork products. KK75725. SEE Korfund Company, inc.
- Vibration control units utilizing springs, cork, rubber. KK76753. Korfund Company, inc.
- VAN CLEVE, VIRGINIA JEAN.
We give this seal to no one, the product that has it, earns it ... KK77812. SEE Moloney Company.
- VANDERBILT (R. T.) COMPANY, INC. ©
Atmul 82, an ingredient for prolong-palatability and softness. July 15, 1952. (Emulsifier) © 16Feb51; © 16Feb51; KK76774.
- Liquid shortening cakes with Vanade. (Emulsifier) Folder. © 8Sep52; KK77463.
- VAN DER LINDE (VICTOR) COMPANY.
Hurry. Dolcin deals expire July 16th. KK75374. SEE Dolcin Corporation.
- New relief for arthritic pains. KK80359. SEE Dolcin Corporation.
- Rheumatic & arthritic pains. KK80360. SEE Dolcin Corporation.
- Safe, tested medication works fast to stop arthritis, rheumatism pains. SEE Dolcin Corporation.
- VAN IKE ENTERPRISES.
It's a new-modern. For colds, hay fever, sinus. A year around vapor inhaler. Vapojar. Sheet. © Malcome Van Ike Enterprises; 14Jun52; KK76715.
- VAN Ike, Malcome, conducting business as Van Ike Enterprises. SEE Van Ike Enterprises.
- VANGUARD MILITARY EQUIPMENT COMPANY ©.
U. S. Air Force insignia chart. Vanguard. Poster. Appl. author: Abe Gershen. © 22Jul52; KK75966.
- U. S. Army insignia chart. Vanguard. Poster. Appl. author: Abe Gershen. © 22Jul52; KK75965.
- VANITY FAIR MILLS, INC. ©
Dramatic loveliness in exquisite lingerie of treasured nylon tricot ... Vanity Fair. Adv. from Town and country, Oct. 1952, p. 26-27. Appl. author: Abbott Kimball Co., inc. © 30Sep52; KK79397.
- Enchanting peignoir wearable and practical of matchless nylon tricot that washes casually ... (Lingerie) Adv. from Harper's bazaar, August, 1952, p. 59. Appl. author: Abbott Kimball Co., inc. © 1Aug52; KK76509.
- L'ensemble ravissant. Gown deftly enhancing the wearer's beauty ... Vanity Fair. (Lingerie) Adv. from Town and country, Sept. 1952, p. 60-61. Appl. author: Abbott Kimball Co., inc. © 31Aug52; KK79389.
- It's crisp. It's opaque. It's soft. It rustles ... Vanity Fair. (Lingerie) Adv. from Lingerie merchandising, Sept. 1952, p. 10. Appl. author: Abbott Kimball Co., inc. © 1Sep52; KK79393.
- New slip in new fabric, taffette. Crisp, opaque, soft, rustling ... Vanity Fair. (Lingerie) Adv. from the Christian science monitor, Sept. 27, 1952, p. 3. Appl. author: Abbott Kimball Co., inc. © 27Sep52; KK79392.
- Nightdress of extraordinary charm, in dawn pink nylon tricot ... Vanity Fair. (Lingerie) Adv. from the New Yorker, Oct. 18, 1952, p. 13. Appl. author: Abbott Kimball Co., inc. © 16Oct52; KK79391.
- Only by Vanity Fair. A nightdress of misty nylon net ... (Lingerie) Adv. from Harper's bazaar, Nov. 1952, p. 25. Appl. author: Abbott Kimball Co., inc. © 1Nov52; KK79387.
- Only by Vanity Fair. A timely new slip in a superb new fabric, taffette ... (Lingerie) Adv. from Charm, Sept. 1952, p. 8. Appl. author: Abbott Kimball Co., inc. © 22Aug52; KK79385.
- Only by Vanity Fair. Ensemble created for the bride. The gown in superb nylon tricot ... (Lingerie) Adv. from the Bride's magazine, winter 1952, p. 41. Appl. author: Abbott Kimball Co., inc. © 15Oct52; KK79396.
- Only by Vanity Fair. Exciting new slip with slender torso ... (Lingerie) Adv. from Glamour, Sept. 1952, p. 40. Appl. author: Abbott Kimball Co., inc. © 22Aug52; KK79390.
- Only by Vanity Fair. For carefree prettiness and perfect comfort while traveling ... (Lingerie) Adv. from Holiday, Nov. 1952, p. 81. Appl. author: Abbott Kimball Co., inc. © 15Oct52; KK79399.
- Only by Vanity Fair. For the fastidious this slip in superb nylon tricot ... (Lingerie) Adv. from Vogue, Oct. 1, 1952, p. 16. Appl. author: Abbott Kimball Co., inc. © 10Oct52; KK79395.
- Only by Vanity Fair from an unequalled collection of Vanity Fair slips ... (Lingerie) Adv. from Charm, June 1952, p. 8-9. Appl. author: Abbott Kimball Co., inc. © 22May52; KK76082.
- Only by Vanity Fair, incredible ensemble. The gown in superb nylon tricot, net and exquisite lace. (Lingerie) Adv. from the New Yorker, Aug. 16, 1952, p. 14. Appl. author: Abbott Kimball Co., inc. © 14Aug52; KK76507.
- Only by Vanity Fair, new pajamas softly tailored in superb nylon tricot with pretty nylon lace. (Lingerie) Adv. from Mademoiselle, Aug. 1952, p. 72. Appl. author: Abbott Kimball Co., inc. © 29Jul52; KK76511.
- Only by Vanity Fair, most celebrated slip imitated but unequalled ... (Lingerie) Adv. from Harper's bazaar, June 1952, p. 31. Appl. author: Abbott Kimball Co., inc. © 1Jun52; KK75161.
- Only by Vanity Fair. Most enchanting nightdress in superb nylon tricot ... (Lingerie) Adv. from Harper's bazaar, Oct. 1952, p. 56-57. Appl. author: Abbott Kimball Co., inc. © 10Oct52; KK79386.
- Only by Vanity Fair. The favorite slip. Beloved for nylon tricot perfection ... (Lingerie) Adv. from Mademoiselle, Oct. 1952, p. 16. Appl. author: Abbott Kimball Co., inc. © 29Sep52; KK79394.
- Only by Vanity Fair, this treasured slip with the coveted permanent pleats ... (Lingerie) Adv. from the Christian Science monitor, June 5, 1952, p. 3. Appl. author: Abbott Kimball Co., inc. © 5Jun52; KK76508.
- Pajamas in a new mood, frankly feminine. Enchanting prettiness ... Vanity Fair. Adv. from Glamour, Nov. 1952, p. 19. Appl. author: Abbott Kimball Co., inc. © 22Oct52; KK79398.
- Perfect pettiskirt in all sizes in matchless nylon tricot ... (Lingerie) Adv. from Charm, Aug. 1952, p. 12. Appl. author: Abbott Kimball Co., inc. © 22Jul52; KK76512.
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- This glorious slip of matchless nylon tricot and net ... Vanity Fair. (Lingerie) Adv. from Harper's bazaar, Sept. 1952, p. 95. Appl. author: Abbott Kimball Co., inc. © 1Sep52; KK79384.

VANITY FAIR MILLS, INC. ©. Cont'd.

This gown has the lyrical loveliness of delicate lace and misty net ... Vanity Fair. (Lingerie) Adv. from Vogue, Sept. 1, 1952, p. 66. Appl. author: Abbott Kimball Co., inc. © 1Sep52; KK79388.

VAN PELT, ARTHUR T. ©.

Van Pelt, these very high speed boats were designed ... (Outboard motor boats) Sheet. © 31May52; KK75865.

VAN-REX COMPANY ©.

Bouquet Garni, the finest herbs. Chef blended to make the ordinary dish extraordinary. 24 bags approximate wt. 4 oz. Label. Appl. author: Rex Kane. © 25Jun52; KK75166.

Figaro's, royal purple figs. Plump and juicy, filled with delicious English walnuts. Net wt. 1 1/2 lbs. Label. Appl. author: Rex Kane. © 25Jun52; KK75165.

VAN STRAATEN CHEMICAL COMPANY ©.

Field research engineering report no. 40. High speed slotting of machine screws. Sheet. © 30Oct52; KK79557.

Field research engineering report no. 41. Abrasive cut-off on Cobalt steels. Sheet. © 30Oct52; KK79556.

VAN THEIN, Peter, owner of Associated Advertisers. SEE Associated Advertisers.

VARGA, ANTHONY ©.

Dormeyer electric mixwell free with the purchase of Honor Craft waterless cookware. Sheet. © 9Sep52; KK77280.

VAUGHAN, C. Buford. SEE Vaughan and Company.

VAUGHAN AND COMPANY ©.

To our friends, the express fruit shippers of Florida; it is with pride that we present this catalog of natural color illustrations. (Citrus fruit, jellies, etc.) Pamphlet. Appl. author: C. Buford Vaughan, owner Vaughan & Co., printers. © 30Jun52; KK80062.

VELSICOL CORPORATION ©.

Technical heptachlor Velsicol. (Insecticides and fungicides) Label. © 20Jun52; KK78675.

VENABLE, WILLIAM WALTON.

Magic meter, photo exposure guide. Plastic. © 15Jul52; KK77056.

VERSEN (KURT) LAMPS, INC. ©.

Lamps for 1953. Folder. Appl. author: Kurt Versen. © 10Nov52; KK79958.

VICTAULIC COMPANY OF AMERICA ©.

The Victaulic method of piping; easiest way to make ends meet. Tees, elbows, reducers, the Victaulic method features a complete line of modern top efficiency ... (Couplings & pipelines) Adv. from Skillings' mining review. Appl. author: McCann-Erikson, inc. © 14Jun52; KK79610.

VIETH, WARREN KEELER.

Open up your basement; the new Heatilator service-way. KK77053. SEE Heatilator, inc.

VISUAL PRODUCTION PLANNING, INC. ©.

Visual Production Planning, inc. (Industrial models) Pamphlet. © 26Aug52; KK77071.

VITARINE COMPANY, INC.

Price changes and additions to catalog no. 512A, effective September 1, 1952. Supplement no. 3. (Pharmaceuticals) Pamphlet. Appl. author: Irving F. Shaw. © The Vitarine Co., inc.; 4Sep52; KK77700.

For more rapid and sustained results in hypochromic and nutritional anemias -- Rhodaplex capsules; Rhodalix elixir. (Pharmaceuticals) Folder. Appl. authors: Paul Klemmner & I. F. Shaw. © The Vitarine Co., inc.; 18Jul52; KK76497.

Vitarine pharmaceuticals. Catalog no. 52-3. 61 p. Appl. author: I. F. Shaw. © The Vitarine Co., inc.; 17Dec52; KK80632.

VIT-A-WAY, INC. ©.

More profits from your livestock when you use Vit-A-Way livestock fortifier. Adv. from Progressive farmer, Feb. 1952, p. 30. Appl. author: Alfred Gary. © 1Feb52 (in notice: 1951); KK75353.

VOCALINE COMPANY OF AMERICA, INC. ©.

Save time, cut costs with this portable wire-less intercom. Vocatron. Adv. from Fortune, Oct. 1952, p. 212. Appl. author: Carroll T. Cooney, Jr. © 31Oct52; KK79632.

Through the magic of electronics turn thought into action with Vocatron the wire-less intercom. Folder. Appl. author: Carroll T. Cooney, Jr. © 25Aug52; KK77678.

Why be imprisoned by your appliances? Two-Timer sets you free ... (Timing device) Folder. Appl. author: Carroll T. Cooney, Jr. © 10Nov52; KK79787.

VOCALINE COMPANY OF AMERICA, INC. ©.

Why be a prisoner of your appliances? Two-Timer sets you free, operates while you're away. (Timing device) Adv. Appl. author: Carroll T. Cooney, Jr. © 21Nov52; KK79786.

VOLLMER, CARL.

Cocoanut lemon creams, delicious sandwich cookies. KK75656. SEE Salerno-Megowen Biscuit Company.

VON GRONAU, MARTHA.

Gleamit silver polishing mitts. KK78025. SEE Gleamit Company.

VON ZEHLE (WILLIAM) AND COMPANY, INC.

For thru-wall flashing only Wasco copper fabric flashing can do the job so well. KK78300. SEE Wasco Flashing Company.

VULCAN MOTOR PRODUCTS, INC. ©.

Dual ignition for Ford V-8, Chevrolet etc. (Automobile replacement parts) Sheet. Appl. author: Alfred C. Greene. © 9Oct52; KK78114.

Generator and starter end plates for Ford and Mercury 1938 thru 1952. Vulcan. (Automotive replacement parts) Sheet. Appl. author: Alfred C. Greene. © 31Jul52; KK75815.

Immediate delivery. Pulleys and end plates for 1952 Chevrolet and other popular cars. Vulcan. (Automobile replacement parts) Sheet. Appl. author: Alfred C. Greene. © 11Nov52; KK79401.

Speedometer cables. Cables and casings, 1953 ed. Vulcan. (Automobile parts) 23 p. Appl. author: Alfred C. Greene. © 17Oct52; KK78413.

Starter commutator end plates for Plymouth, Dodge, De Soto and many others. (Automobile replacement parts) Sheet. Appl. author: Alfred C. Greene. © 31Jul52; KK75814.

W

WACHTER, FREDERICK J.

Every slice pops up perfect every time. KK75622. SEE McGraw Electric Company. Toastmaster Products Division.

Fast food service brings folks back. KK80257. SEE McGraw Electric Company. Toastmaster Products Division.

Fits where you want it to speed counter service. KK80258. SEE McGraw Electric Company. Toastmaster Products Division.

Get extra sales, extra profits with these two Toastmaster special offers. KK80270. SEE McGraw Electric Company. Toastmaster Products Division.

The gift that goes on giving. KK80271. SEE McGraw Electric Company. Toastmaster Products Division.

Helpful hints for sales people. KK80272. SEE McGraw Electric Company. Toastmaster Products Division.

It makes perfect toast for so many years; more people own Toastmaster toasters than any other kind. SEE McGraw Electric Company. Toastmaster Products Division.

It pays to put the Toastmaster toaster in floor diet kitchens. KK77269. SEE McGraw Electric Company. Toastmaster Products Division.

Let these free Toastmaster toaster mats do a big selling job for you. KK80252. SEE McGraw Electric Company. Toastmaster Products Division.

Make this spring your best for bridal gift sales. KK75620. SEE McGraw Electric Company. Toastmaster Products Division.

Mobile Toastmaster roll & food warmers deliver oven-fresh foods to Faulkner Hospital patients. KK80261. SEE McGraw Electric Company. Toastmaster Products Division.

New lineup under Toastmaster automatic pop-up toaster; Tropic-Aire automatic electric blanket. KK80254. SEE McGraw Electric Company. Toastmaster Products Division.

Plenty of toasting capacity and every slice perfect. KK80260. SEE McGraw Electric Company. Toastmaster Products Division.

Powerful leadership makes all these gifts favorites pay. KK80266. SEE McGraw Electric Company. Toastmaster Products Division.

See how Toastmaster's Add-a-Unit plan gives your customers more for their toaster money. KK77404. SEE McGraw Electric Company. Toastmaster Products Division.

See how Toastmaster's Add-a-unit plan gives your hospital more for the money. KK80264. SEE McGraw Electric Company. Toastmaster Products Division.

Serve hot, fresh toast from the Toastmaster toaster in your floor diet kitchens. KK75621. SEE McGraw Electric Company. Toastmaster Products Division.

- 69 Toastmaster toasters aboard the new S.S. United States assure piping hot service of perfect toast. SEE McGraw Electric Company. Toastmaster Products Division.
- Tested leadership guides this all-star team. KK80265. SEE McGraw Electric Company. Toastmaster Products Division.
- 3 fine lines each with special sales appeal. KK80268. SEE McGraw Electric Company. Toastmaster Products Division.
- Three happy thoughts to lead your hint parade. KK80256. SEE McGraw Electric Company. Toastmaster Products Division.
- Toastmaster roll and food warmers speed service and cut labor costs. SEE McGraw Electric Company. Toastmaster Products Division.
- Toastmaster roll and food warmers speed service and cut serving costs. KK80259. SEE McGraw Electric Company. Toastmaster Products Division.
- Waffles are way up in profits. KK77270. SEE McGraw Electric Company. Toastmaster Products Division.
- Waffles sell around the clock at 69 0/0 to 79 0/0 gross profit. KK80267. SEE McGraw Electric Company. Toastmaster Products Division.
- WADDELL, WILFRED G.
Ra-Heat. It's electric. It's radiant. It's fast. KK75295. SEE Tennessee Plastics, inc.
- WADE (GEOFFREY) ADVERTISING AGENCY.
Don't let acid indigestion chase away your fun. KK77731. SEE Miles Laboratories, inc.
- WAGNER RESEARCH CORPORATION ©.
Santa's 10 rules for good little boys and girls. (Phonograph record) Label. © 3Nov52; KK79013.
- WALDIE AND BRIGGS, INC.
Cutting costs on grain car handling at Anderson Elevator Company with the Whiting Trackmobile. KK79465. SEE Whiting Corporation.
- The electric furnace in the iron foundry; another Whiting service. KK79466. SEE Whiting Corporation.
- WALGREEN COMPANY ©.
Be daisy-fresh, delightful, enjoy cool colognes and summer beauty aids. (Drugs and cosmetics) Adv. from Chicago daily tribune, July 10, 1952, p. 15. Appl. author: Earl Abbs. © 10Jul52; KK75236.
- Pretty as a posy. You can be flower- lovely, too. (Drugs and cosmetics) Adv. from Chicago daily tribune, July 21, 1952, p. 21. Appl. author: Earl Abbs. © 21Jul52; KK75492.
- WALKER, EDWARD D.
Peppomystic, the great remedy of mystery. (Salve for relief of superficial pain) Label. © E. D. Walker; 10Sep52; KK77606.
- WALKER, HAROLD C.
Change over to factory fresh V-belts. KK77017. SEE Durkee-Atwood Company.
- WALLACE BROTHERS ©.
Brand new volume, brand new profits. Wallace cameo profile stainless. (Stainless tableware) Adv. from Housewares review, June 1952, p. 11. Appl. author: Ellington & Co., inc. © 25May52; KK75592.
- WALLACE SILVERSMITHS ©.
Grand Colonial sterling in the mood of tranquillity. Stately elegance in sterling ... (Silverware) Adv. from Glamour, Oct. 1952, p. 53. Appl. author: Ellington & Co., inc. © 22Sep52; KK79597.
- Romance of the sea; sterling silverware in the mood of adventure. Wallace sterling. Adv. from Charm, Sept. 1952, p. 28. Appl. author: Ellington & Co., inc. © 22Aug52; KK77167.
- Sir Christopher sterling in the mood of grandeur. Sir Christopher, created by famed designer William S. Warren ... (Silverware) Adv. from Glamour, Nov. 1952, p. 29. Appl. author: Ellington & Co., inc. © 22Oct52; KK79872.
- WALSH, JOSEPHINE.
New shampoo discovery gives you film-free hair with no detergent dryness. SEE Grove Laboratories, inc. Fitch Division.
- WALSH, KENNETH B.
Merri Fruits. KK78313. SEE Delson Candy Company.
- WALSTRUM, VIOLET M. ©.
The streamlined silverware rack. Label. © 15May52; KK75330.
- WALTER, GEORGE W.
Alkaline and emulsion cleaners. KK77356. SEE Detrex Corporation.
- Cold form steel with amazing new ease. KK77358. SEE Detrex Corporation.
- For paint finishes that are on to stay, Detrex phosphate coatings. KK77357. SEE Detrex Corporation.
- WALTER (MAX) ADVERTISING AGENCY.
Kirch has as many floors of furniture as you have fingers on your hands. KK79845. SEE Kirch (Edwin A.) and Company.
- WAMSLEY AND HEFF, INC.
Now available Ledloy steels in cold finished bars. KK76516. SEE Bliss and Laughlin, inc.
- WAMSUTTA MILLS ©.
Make your reservations now for early spring sales and profits. Wamsutta, the most glamorous name in fabrics ... Pamphlet. Appl. author: McCann-Erickson, inc. © 10Oct52; KK79617.
- Now at special white sale prices Wamsutta towels in magnificent decorator colors. Superscale sheets, symbol of gracious living. Folder. Appl. author: McCann-Erickson, inc. © 27Oct52; KK79609.
- WAPAKONETA MACHINERY COMPANY.
Hi-Production chipper knives and bolts. Wapakoneta. Folder. Appl. author: M. Merle Harrod. © The Wapakoneta Machine Co.; 22Dec52; KK80633.
- WARD BAKING COMPANY ©.
Tip-Top butterfly rolls. Net wt. 10 ozs. Label. © 25Aug52; KK77093.
- Tip-Top cracked wheat bread. Net wt. 1 lb. Label. © 25Aug52; KK77088.
- Tip-Top enriched bread. Wards. Net wt. 21 ozs. or over. Label. © 25Aug52; KK77089.
- Tip-Top enriched rolls. Eight rolls. Label. © 15Aug52; KK76016.
- Tip-Top enriched rolls. Net weight 12 oz. Label. © 18Aug52; KK76017.
- Tip-Top old fashioned enriched bread. Net wt. 1 lb. Label. © 25Aug52; KK77091.
- Tip-Top Romany rye bread. Net wt. 1 lb. Label. © 25Aug52; KK77090.
- Tip-Top wheat bread. Net wt. 1 lb. Label. © 25Aug52; KK77092.
- WARNER (HAROLD) COMPANY.
99.80/0 perfect. KK77737. SEE Clark Brothers Company.
- Perfect balance is essential in air compressors, too. KK77736. SEE Clark Brothers Company.
- Precision by the ton. KK78684. SEE Clark Brothers Company.
- World's largest cat cracker uses Clark centrifugal compressors exclusively. KK78685. SEE Clark Brothers Company.
- WARNER (MASON) COMPANY.
No fooling, Kool-Aid is thrifty. KK75371. SEE Perkins Products Company.
- Refresh with Kool-Aid. KK78702. SEE Perkins Products Company.
- WARNER AND ASSOCIATES, INC. ©.
At the beginning of nature's wonderland. Glyn Cagney. A countryside community of highly restricted homesites. (Real estate) Folder. Appl. author: Warner, Schulenburg, Todd & Associates, inc. © 10Jul52; KK76726.
- WARNER MANUFACTURING CORPORATION ©.
The dignity of aluminum is unsurpassed. Warner Weather-Master aluminum storm-screen doors. Folder. © 20Aug52; KK76965.
- WARNER, SCHULENBURG, TODD AND ASSOCIATES, INC.
At the beginning of nature's wonderland. KK76726. SEE Warner and Associates, inc.
- Exciting new vanity convenience for bathroom, bedroom, guest room. KK79920. SEE Majestic Manufacturing Company.
- This handy check-chart will help you to have a better home right now. KK78379. SEE Manufacturers Bank and Trust Company.
- Why buy two when one will do. KK76777. SEE Majestic Manufacturing Company.
- WARP, Harold, d.b.a. Warp Brothers.
SEE Warp Brothers.
- WARP BROTHERS.
Attention, successful dealers only. Warp's. (Glass substitute materials) Adv. from Hardware trade, Jan. 1952, cover. © Harold Warp, d.b.a. Warp Brothers; 5Jan52; KK77047.
- New transparent Flex-O-Glass. (Transparent plastic sheets) Sheet. © Flex-O-Glass, inc., d.b.a. Warp Brothers; 1Apr52; KK75555.
- Stop cold winter drafts, have a warm-sunlit home. Make low cost storm doors and windows. (Glass substitute materials) Adv. from American agriculturist, Oct. 18, 1952, p. 37. © Flex-O-Glass, inc., d.b.a. Warp Bros.; 18Oct52; KK79220.
- The top quality line; Warp's window materials. (Glass substitutes) Adv. from Hardware retailer, July 1952, p. 2 of cover. © Harold Warp, d.b.a. Warp Brothers; 5Jul52; KK77159.

WARP BROTHERS. Cont'd.

We know window materials. Warp's Flex-o-glass. Adv. from Hardware world, Aug. 1952, p. 4 of cover. © Flex-O-Glass, inc., d.b.a. Warp Brothers; 18Aug52; KK77048.

Winter-proof your home now. Just tack on one of Warp's transparent window materials ... (Glass substitute materials) Adv. from the Dakota farmer, Oct. 18, 1952, p. 4 of cover. © Flex-O-Glass, inc., d.b.a. Warp Bros.; 18Oct52; KK79221.

World's largest sellers, Warp's top quality window materials. (Glass substitute materials) Adv. from Hardware age, Sept. 4, 1952, p. 4 of cover. © Flex-O-Glass, inc., d.b.a. Warp Bros.; 4Sep52; KK77579.

Your customers will see full page and quarter page ads like this everywhere ... (Glass substitute materials) Adv. from Hardware world, p. 4 of cover. © Flex-O-Glass, inc., d.b.a. Warp Bros.; 17Nov52; KK79879.

WARREN, Gene, Norval Crutcher and Wah Chang, d.b.a. Centaur Productions. SEE Centaur Productions.

WARREN, KENNETH D.

Amana upright food freezer outperforms all freezers tested. KK75186. SEE Amana Refrigeration, inc.

Big and thick, Dairy Queen malts and shakes. SEE Dairy Queen National Trade Association, inc.

Big-top cantaloupe. KK75194. SEE Dairy Queen National Trade Association, inc.

Big-top shortcake; take home Dairy queen quarts & pints. KK76928. SEE Dairy Queen National Trade Association, inc.

Choose a charmer, Dairy Queen cherry sundaes. KK77742. SEE Dairy Queen National Trade Association, inc.

Enjoy at home cantaloupe a-la Dairy Queen. KK75207. SEE Dairy Queen National Trade Association, inc.

14 days left to enjoy smooth, delicious Dairy Queen. KK79154. SEE Dairy Queen National Trade Association, inc.

Hey gang. KK78455. SEE Dairy Queen National Trade Association, inc.

Hurry, hurry. Dairy Queen butter-scotch sundaes. KK76926. SEE Dairy Queen National Trade Association, inc.

Independent laboratory tests prove Amana upright food freezer outperforms all freezers tested. KK77289. SEE Amana Refrigeration, inc.

Join the big parade! SEE Dairy Queen National Trade Association, inc.

Jumbo attraction, Dairy Queen hot fudge sundaes. KK77739. SEE Dairy Queen National Trade Association, inc.

June is Dairy Queen month. KK78454. SEE Dairy Queen National Trade Association, inc.

Just the ticket, Dairy Queen pineapple sundaes. KK75206. SEE Dairy Queen National Trade Association, inc.

Main event, Dairy Queen fresh frozen strawberry sundaes. SEE Dairy Queen National Trade Association, inc.

Now open, special, Dairy Queen coconut isle sundaes. KK75200. SEE Dairy Queen National Trade Association, inc.

Only 5 days left to stock up at home on Dairy Queen. KK79332. SEE Dairy Queen National Trade Association, inc.

Special! Dairy queen butter pecan sundaes. KK76927. SEE Dairy Queen National Trade Association, inc.

Special, Dairy Queen fresh frozen peach sundaes. KK75191. SEE Dairy Queen National Trade Association, inc.

Special, Dairy Queen fresh frozen raspberry royal sundaes. KK75193. SEE Dairy Queen National Trade Association, inc.

Special, Dairy Queen fruit salad sundaes. KK75192. SEE Dairy Queen National Trade Association, inc.

Step right up. SEE Dairy Queen National Trade Association, inc.

Take home the biggest treat on earth. SEE Dairy Queen National Trade Association, inc.

Under the big top-ping ... SEE Dairy Queen National Trade Association, inc.

Why Amana upright food freezer outperforms all freezers tested. KK78230. SEE Amana Refrigeration, inc.

WARREN, PAUL V.

The combination washer-extractor; its influence on the most scientific adaptation of the Strong Soap solution. KK80376. SEE Street (R. R.) and Company, inc.

Facts you should know about testing your Strong Soap solution (SSS) KK80375. SEE Street (R. R.) and Company, inc.

For lipstick and lacquer, buy Pyratex by the case and save. KK80374. SEE Street (R. R.) and Company, inc.

Interpretation of popular variations of the Strong Soap process. KK80371. SEE Street (R. R.) and Company, inc.

The most economical; buy Pyratex by the case and save. KK80372. SEE Street (R. R.) and Company, inc.

Save 50 0/0 on paint remover; buy Pyratex by the case and save. KK80373. SEE Street (R. R.) and Company, inc.

WARREN ENTERPRISES ©

No-Mist stick; an anti-fog concentrate. Label. Appl. author: Joseph Schuster. © 2Nov52; KK80393.

WARWICK AND LEGLER, INC.

Cleaners hail amazing new protein digester. KK80614. SEE Pabst Brewing Company.

Double profits for you; feature your high-profit picnic items. KK79542. SEE Hoffman Beverage Company.

For a red, white and Blue Ribbon 4th, what'll you have? KK76673. SEE Pabst Brewing Company.

For labor saving meals what'll you have? KK78145. SEE Pabst Brewing Company.

For reliability textile finishers realize it pays to desize with Exsize-T. KK80612. SEE Pabst Brewing Company.

For safety it's wise to desize with Exsize-T. KK78144. SEE Pabst Brewing Company.

For sparkling 4th of July refreshment drink Hoffman quality beverages. KK79346. SEE Hoffman Beverage Company.

For speed textile finisher advise desize with Exsize-T. KK78143. SEE Pabst Brewing Company.

For your backyard barbecues what'll you have? KK78141. SEE Pabst Brewing Company.

For your party time snacks what'll you have? KK78142. SEE Pabst Brewing Company.

For your quick fix supper what'll you have? KK78140. SEE Pabst Brewing Company.

Free, try this amazing new protein digester at our expense. KK80613. SEE Pabst Brewing Company.

Get in on the profit picnic. KK79347. SEE Pabst Brewing Company.

The Hoffman Beverage Company takes pleasure in announcing the appointment of Leon Moran ... KK79543. SEE Hoffman Beverage Company.

Hurry. Hurry. Hurry. Last chance to enter Hoffman baseball contest. KK75298. SEE Hoffman Beverage Company.

Leading textile mills recommend Exsize-T for all desizing problems. KK79997. SEE Pabst Brewing Company.

The makers or importers of these world-famous whiskies. SEE Hoffman Beverage Company.

New 12 oz. Hoffman double-server bottle mixes 2 full-size highballs. KK79998. SEE Hoffman Beverage Company.

No disagreeable odor. SEE Pabst Brewing Company.

Now, make your reservations for the A B C at Chicago in the Coliseum. KK79541. SEE Pabst Brewing Company.

A salute to the farmers of Wisconsin. KK76853. SEE Pabst Brewing Company.

What'll you have? SEE Pabst Brewing Company.

You'll economize when you desize with Exsize-T. KK80611. SEE Pabst Brewing Company.

WASCO FLASHING COMPANY ©

For thru-wall flashing, only Wasco copper-fabric flashing can do the job so well. (Building flashing) Adv. from Progressive architecture, Oct. 1952, p. 202. Appl. author: William Von Zehle Adv. © 10Oct52; KK79268.

For thru-wall flashing only Wasco copper fabric flashing can do the job so well. (Building flashing) Adv. from Architectural record, Oct. 1952, p. 383. Appl. author: William Von Zehle Adv. © 10Oct52; KK78300.

Wascolite ceiling dome. Plastic ceiling domes shall be standard Wascolite ceiling domes. (Skylights) Sheet. Appl. author: Max Wasserman. © 24Sep52; KK79447. Wascolite ceiling dome. (Skylights) Sheet. Appl. author: Max Wasserman. © 20Jun52; KK75737.

WASHINGTON STEEL PRODUCTS, INC. ©
Add the finishing touch to your home.
Cabinet hardware and accessories
for wood cabinets. Washington
Line. Folder. © 25Jun52; KK78466.

Another sparkling newcomer joins
the Kitch'n-Handy family.
Hookette towel bars. (Cabinet
attachments) Sheet. © Washington
Steel Products, d.b.a. Kitch'n-
Handy Products; 2Jun52; KK78465.

Build more convenient, more sale-
able cabinets with this new
simplified mixer shelf hardware.
Catalog no. M-15. Washington Line.
Sheet. © 12Sep52; KK78470.

Cabinet hardware, architectural
products, rolling door hardware.
Washington line. 23 p.
© 29Dec52; KK80663.

Crowded cupboards? Not so dandy.
Straighten up with Kitch'n Handy.
(Cabinet attachments) Folder.
© Washington Steel Products, inc.,
d.b.a. Kitch'n-Handy Products;
16Jun52; KK78467.

The deluxe serva-cup. Slides out for
cup selection. (Cabinet attach-
ments) Counter display. © Wash-
ington Steel Products, inc., d.b.a.
Kitch'n Handy Products; 23Jun52;
KK78139.

For interior residential doors
rolling door hardware. Washington
Line. Folder. © 5Sep52;
KK78478.

Get steady volume with Kitch'n Handy.
(Cabinet attachments) Sheet.
© Washington Steel Products, inc.,
d.b.a. Kitch'n-Handy Products;
16Apr52; KK78469.

Hookette towel bars. Hooks hold pot
holders or wash cloths. (Cabinet
attachments) Counter display.
© Washington Steel Products, inc.,
d.b.a. Kitch'n Handy Products;
23Jun52; KK78138.

Kitch'n-Handy Products bring you a
sliding glass rack. Serva-Glass.
(Cabinet attachments) Sheet.
© Washington Steel Products, inc.,
d.b.a. Kitch'n-Handy Products;
30Jun52; KK78468.

New convenience in handling, stock-
ing and selling, with packaged
rolling door hardware. Washington
Line. Sheet. © 29Jul52; KK78475.

A new way to sell rolling door
hardware. Washington Line. Sheet.
© 28Jan52; KK78476.

Recommended track and hanger combina-
tions. (Rolling door hardware)
Sheet. © 18Feb52; KK78155.

Rolling door hardware. Washington
Line. Catalog no. T-52.
© 29Jul52; KK78461.

Rolling door hardware for package
pocket doors. Sheet. © 12Sep52;
KK78156.

Sliding shelf guide no. 5170.
Washington Line. (Cabinet hard-
ware) Sheet. © 16May52; KK78472.

Suggested retail price list, zone 1.
Washington Line. (Cabinet hard-
ware and attachments) Folder.
© 1May52; KK78471.

Suggested retail price list, zone 2.
(Cabinet hardware and attachments)
Folder. © 1May52; KK78477.

Suggested retail price list, zone 3.
Washington Line. (Cabinet hard-
ware and attachments) Folder.
© 1May52; KK78473.

Uses and installation of Lazy Susan
revolving shelf hardware no.
R-14-H. Washington Line. Sheet.
© 2Jul52; KK78474.

Wascolite skydomes complete with
curb specification for installation.
(Skylights) Sheet. Appl. author:
Max Wasserman. © 5May52; KK75075.

Wascolite skydomes. Square & rec-
tangular unit for use with curb
4" thick. (Skylights) Sheet.
Appl. author: Max Wasserman.
© 5May52; KK75076.

WASSELL, F. Lloyd. SEE Wassell Or-
ganization, inc.

WASSELL ORGANIZATION, INC. ©.
One picture daily is worth 10,000
words on paper. One motion daily
ends 60 years of 8-hour drudgery.
(Office equipment) Folder. Appl.
author: F. Lloyd Wassell.
© 27May52; KK75586.

WASSERMAN, Max. SEE Wasco Flashing
Company.

WAVAL THERMAL ©.
How to get your loveliest permanent,
with lavishly rich Nutri-Tonic, the
patented oil creme permanent. (Per-
manent hair waving) Folder. Appl.
author: Margaret Mace. © 6Jun52;
KK74945.

WAWAK COMPANY, INC. ©.
Perfectly milled quality filled
woolens. Presidential suitings im-
ported Kilmarniks. No. 279. cl6; 1.
Appl. author: William O. Huettig.
© 1Jul52; KK76428.

WAX-RITE PRODUCTS COMPANY, INC. ©.
30 fresh pack sandwich bags. Label.
Appl. author: Morris H. Lipsky.
© 25Aug52; KK76922.

WAYNE KNITTING MILLS ©
Counter points. Belle-Sharmer leg
size stockings for leg wise women.
Appl. author: John J. Finlay.
Sept. 1952. © 1Sep52; KK77364.
Oct. 1952. © 1Oct52; KK79243.
Dec. 1952. © 1Dec52; KK80167.
Counter points. The Belle-Sharmer
story. (Hosiery) 35 p. © 12Sep52;
KK78034.

Every costume looks lovelier with the
new accessory shades in Belle-Shar-
mer leg-size stockings. Adv. from
Harper's bazaar, Sept. 1952, p. 26.
Appl. author: John J. Finlay.
© 1Sep52; KK77363.

Fit for a campus queen, Belle-Shar-
mer stockings in your personal
leg-size. Adv. from Vogue, Aug.
15, 1952, p. 63. Appl. author:
John J. Finlay. © 15Aug52;
KK76433.

Flatter your legs with flattering
fit Belle-Sharmer stockings in
your personal leg-size. (Hosiery)
Adv. from Harper's bazaar, Nov.
1952, p. 20. Appl. author: John
J. Finlay. © 1Nov52; KK79242.

Give her the luxury of perfect fit,
Belle-Sharmer stockings in her
personal leg-size. Adv. from
Vogue, Dec. 1952, p. 54. Appl.
author: John J. Finlay. © 1Dec52;
KK80166.

WEATHER PRODUCTS, INC. ©.
Glass jalousie windows overall dimen-
sions. Sheet. Appl. author: Thomas
J. Metzger. © 14Jul52; KK75402.

WEAVER, D. GRAY.
Dag Dispersions colloidal graphite as
a high-temperature lubricant.
KK79549. SEE Acheson Industries,
inc.

WEBER, Albert and Lew Landsman, sole
owners of Key Tab Products. SEE
Key Tab Products.

WEBER, BERNADETTE.
Sportsman brand quick frozen.
KK78686. SEE Kozloff (J.) Fish
Dist., inc.

WEBER, EDGAR.
Chocolate ice cream. KK78522. SEE
Fibreboard Products, inc.

Ice cream. KK78525. SEE Fibreboard
Products, inc.

Strawberry ice cream. KK78523. SEE
Fibreboard Products, inc.

Vanilla ice cream. KK78524. SEE
Fibreboard Products, inc.

WEBER COSTELLO COMPANY ©.
Chalkboards. The architect's quick-
reference guide to chalkboard
selection. Pamphlet. © 6Oct52;
KK78893.

WEBSTER-CHICAGO CORPORATION.
It's new, Webcor midge, 3 speed 3
size fono ... All music sounds bet-
ter on a Webcor. (Phonograph)
Adv. from Saturday evening post,
July 5, 1952, p. 42. Appl. author:
Paul Brickman. © Webster-Chicago
Corp. (in notice: Webster-Chicago);
5Jul52; KK75131.

It's new, Webcor midge, 3 speed,
3 size fono. (Phonograph) Adv.
from Saturday evening post, July 19,
1952, p. 42. Appl. author: Paul
Brickman. © 19Jul52; KK75652.

WECO PRODUCTS COMPANY ©.
Bedtime brushing isn't enough. Bed-
time toothbrushing is certainly a
very good practice ... Dr. West's
Miracle Tuft. Adv. from Parents'
mag., Nov. 1952, p. 4. Appl. au-
thor: J. Walter Thompson Co.
© 25Oct52; KK79126.

But there's no need for your child
to grow into a toothbrush. Dr.
West's Miracle-Tufts. (Tooth brush)
Adv. from Parent's magazine, July
1952, p. 4. Appl. author: J. Walter
Thompson Co. © 25Jun52; KK75412.

Cleans better because its bristles
are waterproofed. Dr. West's Mir-
acle-Tuft. (Toothbrush) Adv. from
Life magazine, June 30, 1952, p.
57. Appl. author: J. Walter Thomp-
son Co. © 27Jun52; KK75137.

Nature never intended her to need
a third set of teeth. Dr. West's
Miracle Tuft. (Tooth brush)
Adv. from Parents' magazine,
Sept. 1952, p. 4. Appl. author:
J. Walter Thompson Co. © 25Aug52;
KK77135.

T is for teeth and teeth are for
talking. Dr. West's Miracle-
Tuft. (Toothbrush) Adv. from
Parents' magazine, Oct. 1952,
p. 4. Appl. author: J. Walter
Thompson Co. © 25Sep52;
KK78794.

Which is yours? Speed-demon tooth-
brusher; slo-motion toothbrusher.
Dr. West's Miracle Tuft. Adv. from
Parents' magazine, Aug. 1952, p.
4. Appl. author: J. Walter Thomp-
son Co. © 25Jul52; KK77136.

WEHNER ADVERTISING SERVICE.
Berliss roller bearings. KK78026.
SEE Berliss Bearing Company.

WEIL, ROBERT L. ©.
Wonder magic. The anchored coin;
magnetic forehead ... (Bread)
Labels. (Seals 25-32) © 25Mar52;
KK75732.

WEIL, ROBERT L. ©. Cont'd.

Wonder magic. Bottle bank; nine equals ten ... (Bread) Labels. (Seals 49-56) © 25Mar52; KK75730.

Wonder magic. Bouncing handkerchief; all-ways ten ... (Bread) Labels. (Seals 57-64) © 25Mar52; KK75735.

Wonder magic. Color tell-a-vision; the floating needle ... (Bread) Labels. (Seals 17-24) © 25Mar52; KK75733.

Wonder magic. Paper bridge; the paper sword ... (Bread) Labels. (Seals 1-8) © 25Mar52; KK75736.

Wonder magic. Rectangles on rectangles; the transparent cups ... (Bread) Labels. (Seals 33-40) © 25Mar52; KK75731.

Wonder magic. Strong straw; mind over matter ... (Bread) Labels. (Seals 41-48) © 25Mar52; KK75729.

Wonder magic. Two to one; wrong way flame ... (Bread) Labels. (Seals 9-16) © 25Mar52; KK75734.

WEIL, ROBERT L.

Facts about your country every boy and girl should know. KK75340 ... SEE Lederer Industries, inc.

Howdy Doody play money; Doodyville bank. KK80623. SEE Specialty Advertising Service, inc.

Merry Christmas. KK77631. SEE Lederer Industries, inc.

Tip-Top stars of baseball. KK74926. SEE Bakers Research Bureau.

WEINBERG, BERNARD.

Hi diddle, diddle, the best is Old Fiddle. KK75784. SEE Bardstown Distillery.

WEINER, Irving, d.b.a. Studio of Magic. SEE Studio of Magic.

WEINER, JOSEPH J.

The modern way to take it easy. KK78892. SEE Cresta Blanca Wine Company.

WEINTRAUB, WILLIAM H.

Taste the Age in every sip ... KK79420. SEE Ancient Age Distilling Company.

Why not treat yourself like a guest? KK79422. SEE Ancient Age Distilling Company.

Wonder of the age. KK78635. SEE Ancient Age Distilling Company.

WEINTRAUB (WILLIAM H.) AND COMPANY, INC.

Again, Milwaukeeans choose Blatz over any other beer. SEE Blatz Brewing Company.

Are you the one of America's most critical beer drinkers? KK78756. SEE Blatz Brewing Company.

Blatz is top seller in the city of Milwaukee, says Wall street journal. KK79903. SEE Blatz Brewing Company.

Blatz, largest-selling beer in Milwaukee. KK77360. SEE Blatz Brewing Company.

Blatz outsells all beers in Milwaukee. SEE Blatz Brewing Company.

Drive with George McManus and his new Henry J Corsair. KK76106. SEE Kaiser-Frazer Sales Corporation.

Fabulous new Nylast. SEE Seeman Brothers, inc.

Get on Easiest St., get in the new '53 Henry J. KK80156. SEE Kaiser Frazer Sales Corporation.

How the 1952 Kaiser with the world's safest front seat gives you America's greatest value. KK75522. SEE Kaiser-Frazer Sales Corporation.

How to make the world's driest martini. KK75147. SEE Dubonnet Corporation.

How to make the world's mildest drink. KK76183. SEE Dubonnet Corporation.

I always feel like an El Producto. SEE G. H. P. Company.

I dreamed I had dinner at Putsch's 210 Restaurant in my Maidenform Maidenette strapless. KK75900. SEE Maiden Form Brassiere Company, inc.

I dreamed I stopped traffic at E. 9th and Euclid in my Maidenform Chansonette bra. KK77083. SEE Maiden Form Brassiere Company, inc.

I dreamed I was bewitching in my Maidenform bra. KK78081. SEE Maiden Form Brassiere Company, inc.

I dreamed I was given the key to the city in my Maidenform bra. KK79762. SEE Maiden Form Brassiere Company, inc.

I dreamed I went skiing in my Maidenform bra. KK79989. SEE Maiden Form Brassiere Company, inc.

I dreamed I went strolling in Overton Park in my Maidenform Over-ture bra. KK75824. SEE Maiden Form Brassiere Company.

I dreamed I went to the game at Camp Randall Stadium in my Maidenform Over-ture bra. KK79301. SEE Maiden Form Brassiere Company, inc.

I dreamed I went to the Swope Park zoo in my Maidenform bra. KK75760. SEE Maiden Form Brassiere Company, inc.

I dreamed I won the election in my Maidenform bra. KK79202. SEE Maiden Form Brassiere Company, inc.

I dreamed I won the election in my Maidenform bra[ssiere]. KK77220. SEE Maiden Form Brassiere Company, inc.

It's a gift. KK80023. SEE G.H.P. Company.

Largest-selling beer in Milwaukee. SEE Blatz Brewing Company.

Milwaukee's finest beer. KK79808. SEE Blatz Brewing Company.

New fabulous Nylast. KK77483. SEE Seeman Brothers, inc.

Now, the fabulous flattery of candle-light captured in a face makeup. KK79990. SEE Revlon Products Corporation.

Other times, other tastes. KK80302. SEE Blatz Brewing Company.

Presenting 2 head-turning, mind-changing new cars. KK79328. SEE Kaiser Frazer Sales Corporation.

Sit here, be safer. KK76494. SEE Kaiser-Frazer Sales Corporation.

Smart car for smart people, the new Henry J Corsair. KK77361. SEE Kaiser-Frazer Sales Corporation.

Smart dealers everywhere are making extra profits by featuring Ancient Age. KK75589. SEE Ancient Age Distilling Company.

They're here. KK78514. SEE Blatz Brewing Company.

This year, next year always. KK78018. SEE Kaiser-Frazer Sales Corporation.

Tonight and alternate Thursday nights Amos 'n' Andy bring you new laughs in new stories. KK77016. SEE Blatz Brewing Company.

You put more than money into the car you buy. KK77890. SEE Kaiser-Frazer Sales Corporation.

What made Milwaukee change its mind? SEE Blatz Brewing Company.

The whiskey with age in its flavor, Ancient Age. KK77661. SEE Ancient Age Distilling Company.

Why your child deserves Kaiser's front seat safety. KK77682. SEE Kaiser-Frazer Sales Corporation.

WEINTRAUB BROTHERS AND COMPANY ©.

Salute. (Uniforms) Folder. v. 8, no. 6. © 8Jun52; KK75773.

v. 8, no. 7. © 14Jul52; KK75968.

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v. 8, no. 9. © 11Sep52; KK78019.

v. 8, no. 10. © 8Oct52; KK78994.

v. 8, no. 11. © 12Nov52; KK80015.

WEISMAN, Herman M. and Sara Swartz, d.b.a. S. Swartz. SEE Swartz, S.

WEISS, GABRIEL D.

Nancy Lynn, hosiery of society full fashioned nylons. KK75187. SEE Lynn (Nancy) inc.

WEISS AND GELLER, INC.

Compare and you'll wear Styl-eez. KK77589. SEE Selby Shoe Company.

Design, construction, application and general operation of Louisville rotary drying equipment. KK79577. SEE General American Transportation Corporation.

Compare and you'll wear Easy Goers. KK77585. SEE Selby Shoe Company.

Compare and you'll wear Styl-eez flats. KK77587. SEE Selby Shoe Company.

Compare and you'll wear Styl-eez pumps. KK77583. SEE Selby Shoe Company.

Equipment for the process industries. KK75655. SEE General American Transportation Corporation.

Fine fit and fine fashion. SEE Selby Shoe Company.

Selby Arch Preserver Active Moderns. KK77586. SEE Selby Shoe Company.

Selby Arch Preserver casuals. KK77584. SEE Selby Shoe Company.

Selby Arch Preserver shoe. KK77967. SEE Selby Shoe Company.

Selby arch preserver shoes take your fashion at ease. KK79156. SEE Selby Shoe Company.

The 6 jewels of fashion. KK77968. SEE Selby Shoe Company.

Tapered Towners. KK79155. SEE Selby Shoe Company.

You'll walk younger, feel younger in these Selby Arch Preserver shoes. KK77592. SEE Selby Shoe Company.

WELCH GRAPE JUICE COMPANY, INC.

Grape-ade. Ready-to-drink. welch's. (Grape juice) Label. © The Welch Grape Juice Co., inc.; 26May52; KK78436.

Howdy Doody cook book. Welch's. (Grape juice, jellies and preserves) 33 p. © The Welch Grape Juice Co., inc.; 14Mar52; KK78438.

The story of Royal Purple Cow. (Grape juice) Folder. © The Welch Grape Juice Co., inc.; 23Oct51; KK78434.

Tricks for sick-a-beds. Jimmy is cutting a picture ... (Grape juice) Adv. © The Welch Grape Juice Co., inc.; 3May52; KK78437.

Try these Family Treat recipes featuring Welch's jellies and preserves. Folder. © The Welch Grape Juice Co., inc.; 15Oct51; KK78435.

WELCH NURSERIES.

To all lovers of beautiful house plants. Flame violet. Adv. from Flower grower, Oct. 1952, p. 34. Appl. author: R. J. Foster. © The Welch Nurseries; 24Sep52; KK78042.

WELDING FITTINGS CORPORATION ©.

Flowline aluminum welding fittings. Bulletin no. 315. 7 p. Appl. author: Allan W. Beatty. © 28Oct52; KK79184.

WELLMERLING, F. J.

Tubular latch for screen, storm or combination doors. KK76198. SEE Wright Products, inc.

WELLS MANUFACTURING CORPORATION ©.

Wells automotive ignition, 1903-1953. Fiftieth anniversary. (Ignition service parts) 68 p. © 20Nov52; KK80634.

WELSH, ROBERT E.

Be an early bird. KK77578. SEE Hamilton Watch Company.

A complete selection of news mats to bring you extra sales for extra profits selling Hamilton watches. KK79482. SEE Hamilton Watch Company.

Open now for bigger Christmas sales of the new Hamilton, the fine American watch. KK79481. SEE Hamilton Watch Company.

WEMBLEY, INC. ©.

American game birds. Wembley ties are pre-sold. Folder. © 15Jun52; KK76721.

Any way you look at it ... cLeft hand page: Wembley, right around the campus. cRight hand page: (Neckties) Adv. from Esquire's apparel arts, July 1, 1952, p. 18-19. Appl. author: Fitzgerald Advertising Agency. © 1Jul52; KK77042.

Any way you look at it, Wembley ties are pre-sold right around the calendar. Wembley, right around the campus. (Neckties) Adv. from Men's wear, June 27, 1952, p. 42-43. Appl. author: Fitzgerald Advertising Agency. © 27Jun52; KK75180.

Follow the butterfly to more profits. Wembley jersey squares. (Neckwear) Sheet. © 4Aug52; KK76719.

For more profits open a Wembley tie department. (Neckties) Adv. from Men's wear, Aug. 8, 1952, p. 17. Appl. author: Fitzgerald Advertising Agency. © 8Aug52; KK77836.

I love a guy in a Wembley tie. Adv. from the Yale record, New Haven, p. 36. Appl. author: Fitzgerald Advertising Agency. © 1Oct52; KK79152.

I love a guy in a Wembley tie. (Neckties) Adv. from the Yale record, New Haven, June 1, 1952, p. 6. Appl. author: Fitzgerald Advertising Agency. © 1Jun52; KK75179.

Increase neckwear sales. [Left hand page] Top o' the rainbow in Wembley ties. [Right hand page] Adv. from Men's wear, July 25, 1952, p. 42-43. Appl. author: Fitzgerald Advertising Agency. © 25Jul52; KK76889.

It's graduation blue, extra sales for you. Wembley Nor-East, Non-Crush ties. (Neckties) Adv. from Esquire's apparel arts, May 1952, p. 17. Appl. author: Fitzgerald Advertising Agency. © 1May52; KK75568.

Mark-up. Your mark-up is protected pre-ticketed. Wembley. (Neckties) Adv. from Daily news record, June 23, 1952, p. 16. Appl. author: Fitzgerald Advertising Agency. © 3Jul52; KK74987.

Nor-East Non-Crush pre-sold. Wembley. (Neckties) Adv. from Daily news record, July 9, 1952, p. 15. Appl. author: Fitzgerald Advertising Agency. © 9Jul52; KK75648.

Nor-East Non-Crush quality. Wembley. (Neckties) Adv. from Daily news record, July 2, 1952, p. 13. Appl. author: Fitzgerald Advertising Agency. © 2Jul52; KK75647.

Nor-East Non-Crush ties. Wembley. (Neckties) Adv. from the Yale record, May 1, 1952, p. 7. Appl. author: Fitzgerald Advertising Agency. © 1May52; KK76520.

Nor-East Non-Crush Turnover. Wembley. (Neckties) Adv. from Daily news record, July 16, 1952, p. 21. Appl. author: Fitzgerald Advertising Agency. © 16Jul52; KK76519.

Pre-sold. The moment you order Wembley ties, Wembley advertising, Wembley styling and Wembley merchandising go to work for you. (Neckties) Adv. from Daily news record, May 19, 1952, p. 24. Appl. author: Fitzgerald Advertising Agency. © 19May52; KK74989.

Selling fast. Wembley jersey ties of finest one-piece construction. Adv. from Daily news record, May 9, 1952, p. 17. Appl. author: Fitzgerald Advertising Agency. © 9May52; KK74986.

The tie that quality made famous. Wembley Nor-East Non Crush ties. (Neckties) Adv. from Men's wear, May 30, 1952, p. 58-59. Appl. author: Fitzgerald Advertising Agency. © 30May52; KK74934.

Top o' the rainbow. Wembley's new fall color promotion. (Neckwear) Folder. © 15Jun52; KK76720.

Turnover, America's fastest selling neckwear. American game bird ties. Wembley. Adv. from Men's wear, Sept. 12, 1952, p. 46-47. Appl. author: Fitzgerald Advertising Agency. © 12Sep52; KK78360.

Turnover, America's fastest selling neckwear. [Left hand page] The surest gift of all, Wembley Nor-East non-crush ties. [Right hand

page] Adv. from Men's wear, Aug. 22, 1952, p. 34-35. Appl. author: Fitzgerald Advertising Agency. © 22Aug52; KK77041.

Turnover. With the Wembley label they sell faster. (Neckties) Adv. from Daily news record, May 26, 1952, p. 22. Appl. author: Fitzgerald Advertising Agency. © 26May52; KK74988.

Turnover; with the Wembley label they sell faster. (Neckties) Adv. from Daily news record, May 26, 1952, p. 22. Appl. author: Fitzgerald Advertising Agency. © 26May52; KK74933.

Turnover with Wembley ties. cLeft hand page: Join the cheer: football fashions ... cRight hand page: Adv. from Men's wear, Aug. 8, 1952, p. 42-43. Appl. author: Fitzgerald Advertising Agency. © 8Aug52; KK77040.

The Wembley fashion staff shows you how to tie perfect knots. Nor-East Non-Crush ties. Folder. © 30May52; KK75381.

Wembley panel pleats pre-sold by Wembley advertising. (Neckties) Adv. from Esquire's apparel arts, July 1, 1952, p. 42-43. Appl. author: Fitzgerald Advertising Agency. © 1Jul52; KK77837.

What's new in neckwear to go with brown ... grey ... blue? Turnover, America's fastest selling neckwear. Wembley. Adv. from Men's wear, Sept. 26, 1952, p. 34-35. Appl. author: Fitzgerald Advertising Agency. © 26Sep52; KK78361.

WESSON OIL AND SNOWDRIFT COMPANY, INC. ©.

Snowdrift's new golden flake piecrust. (Shortening) Adv. from What's new in home economics, Jan. 1952, p. 91. Appl. author: Dorothy H. Lawrence. © 1Jan52; KK75359.

WEST, HAROLD WELLINGTON, Sr.

National N. P. Algae controll. KK79208. SEE National Chemical Sales Company, inc.

Zeolite water treatment softens water, removes scale, prevents foaming ... KK79207. SEE National Chemical Sales Company, inc.

WEST, RANALD S.

Brother, this is it. SEE Ohio Oil Company.

How would you describe it? KK78745. SEE Ohio Oil Company.

More power than ever on the road. SEE Ohio Oil Company.

Now I know what Jim meant, when he said Marathon Cat is now octane-boosted ... KK78742. SEE Ohio Oil Company.

Peace comes to your heart by many quiet pathways ... KK79479. SEE Clark Grave Vault Company.

A wave of peace comes to the sorrowing heart with the choice of a Clark grave vault. KK78331. SEE Clark Grave Vault Company.

When the sorrowing heart needs comfort most. KK79478. SEE Clark Grave Vault Company.

WEST BEND ALUMINUM COMPANY ©.

Add up things that really count and you'll buy the West Bend Flavo-matic. (Electric coffee maker)

WEST BEND ALUMINUM COMPANY ©. Cont'd.
Adv. from the Saturday evening post, Oct. 11, 1952, p. 138. Appl. author: Western Advertising Agency. © 8Oct52; KK78097.

Everything is party perfect. West Bend serving accessories. Adv. from Modern bride, winter 1952-53, p. 72. Appl. author: Western Advertising Agency. © 15Oct52; KK78334.

14-piece electric ovenette, roasts and bakes like a regular oven and saves 2/3 the electricity. Adv. Appl. author: Western Advertising Agency. © 17Oct52; KK79823.

Gift guide; West Bend's favorites are the best things that ever happened around home. Here's a suggestion for sometime soon ... (Electrical appliances) Adv. from Better homes & gardens, Dec. 1952. Appl. author: Western Advertising Agency. © 26Nov52; KK79764.

Here's the reason I'm called a good cook, my Ovenette. West Bend electric Ovenette. (Baking unit) Adv. Appl. author: Western Advertising Agency. © 20May52; KK74993.

It roasts, it bakes. West Bend 14 piece electric ovenette. Adv. Appl. author: Western Advertising Agency. © 26Sep52; KK77755.

West Bend helps you wrap up your Christmas shopping early. (Serving pieces and electrical appliances) Adv. from the Saturday evening post, Nov. 15, 1952. Appl. author: Western Advertising Agency. © 27Oct52; KK78676.

WEST POINT LAWN PRODUCTS ©.
The Aerifier has what it takes, easy to handle ... (Agricultural implement) Adv. from Golfdom, June 1952, p. 7. Appl. authors: Tony & Tom Mascaro. © 20Jun52; KK74940.

The Aerifier is used on turf at Philadelphia Municipal Stadium. Adv. from the Athletic journal, Apr. 1952, p. 55. Appl. authors: Tony & Tom Mascaro. © 9Apr52; KK75047.

Aerify for turf that can be used. Aerifier. Adv. from Parks & recreation, May 1952, p. 23. Appl. authors: Tony & Tom Mascaro. © 5May52; KK75377.

Better turf for better play with the Aerifier. Adv. from the Athletic journal, Mar. 1952, p. 73. Appl. authors: Tony & Tom Mascaro. © 7Mar52; KK75048.

For the best in aerifying, use the Aerifier. Adv. from Parks & recreation, Apr. 1952, p. 19. Appl. authors: Tony & Tom Mascaro. © 5Apr52; KK75379.

For the best in aerifying, use the Aerifier. Adv. from the Athletic journal, May 1952, p. 49. Appl. authors: Tony & Tom Mascaro. © 9May52; KK75046.

Improve all turf areas with the Aerifier. Adv. from Parks & recreation, Mar. 1952, p. 19. Appl. authors: Tony & Tom Mascaro. © 5Mar52; KK75376.

Rapid, effective aerification with the Aerifier. Adv. from Parks & recreation, June 1952, p. 13. Appl. authors: Tony & Tom Mascaro. © 5Jun52; KK75378.

Renewing worn athletic fields. (Aerifier) Adv. from the Athletic journal, June 1952, p. 37. Appl. authors: Tony & Tom Mascaro. © 6Jun52; KK75045.

WEST POINT PRODUCTS CORPORATION ©.
The Aerifier for athletic fields. Sheet. Appl. authors: Toney & Tom Mascaro. © 3Jul52; KK74996.

Fall renovation of turf with the Aerifier. Adv. from Parks and recreation, Aug. 1952, p. 21. Appl. authors: Tony & Tom Mascaro. © 5Aug52; KK76221.

Grassland Aerifier for pasture improvement. (Farm implement) Folder. Appl. author: Althea Hope Shisler Mascaro. © 11Jul52; KK75855.

New model Aerifier. (Agricultural implement) Adv. from Golfdom, Sept. 1952, p. 7. Appl. authors: Tony & Tom Mascaro. © 18Sep52; KK77445.

Use the Aerifier on greens throughout the summer. (Agricultural implement) Adv. from Golfdom, July 1952, p. 7. Appl. authors: Tony & Tom Mascaro. © 21Jul52; KK75435.

WEST TEXAS APPLIANCE COMPANY ©.
West Texas Appliance Company presents your second annual Cowtown Jam-boree. (Radios and appliances) Pamphlet. © 8Sep52; KK77929.

WESTERN ADVERTISING AGENCY.
Add up things that really count and you'll buy the West Bend Flavo-matic. KK78097. SEE West Bend Aluminum Company.

Everything is party perfect. KK78334. SEE West Bend Aluminum Company.

14-piece electric ovenette, roasts and bakes like a regular oven and saves 2/3 the electricity. KK79823. SEE West Bend Aluminum Company.

Gift guide; West Bend's favorites are the best things that ever happened around home. KK79764. SEE West Bend Aluminum Company.

Here's the reason I'm called a good cook, my Ovenette. KK74993. SEE West Bend Aluminum Company.

It roasts, it bakes. KK77755. SEE West Bend Aluminum Company.

West Bend helps you wrap up your Christmas shopping early. KK78676. SEE West Bend Aluminum Company.

WESTERN AUTO STORES.
Take a shine to your muffler line. KK79709. SEE Goerlich's.

WESTERN AUTO SUPPLY COMPANY ©.
I made our old car new again with these Western Auto values. I compared other leading brands and chose Wizard ... (Auto seat covers, tires, remanufactured engine, household appliances) Adv. from the Progressive farmer, June 1952, p. 36-37. Appl. author: Bruce B. Brewer & Co. © 1Jun52; KK74930.

Protect your floor mat with Wizard heel protector. Fits all popular make cars. Adv. Appl. author: Chester E. Sherman. © 15Jun52; KK76313.

Repower your car with America's finest remanufactured engine. See why no regular overhaul or bargain rebuilt can match this Wizard-ized

engine for your car. Adv. from the Saturday evening post, July 12, 1952, p. 102. Appl. author: Bruce B. Brewer & Co. © 12Jul52; KK75413.

WESTERN CANNERS COMPANY.
Sportsman's Pack. Albacore tuna. (Canned fish) Label. Appl. author: Walter M. Longmoor. © Western Canners Co., a co-partnership, consisting of Walter M. Longmoor, J. E. Spangler and T. A. Thomas; 17Jul52; KK77228.

WESTERN CHEMICAL COMPANY ©.
Steam plus Coravol equals protection from corrosion. Folder. Appl. author: M. E. Dreyfus. © 12Jun52; KK75883.

WESTERN CONDENSING COMPANY ©.
Boost broiler production 3 ways. Peebles' free choice feed gives milk-fed results. (Feed for chickens and turkeys) Folder. Appl. author: C. N. Atwood. © 18Aug52; KK78208.

Boost egg, meat production 3 ways. Peebles' free choice feed gives milk-fed results. (Feed for chickens & turkeys) Folder. Appl. author: C. N. Atwood. © 11Jul52; KK76478.

Starting now. More advertising and merchandising support than ever before for Peebles' products. (Feed for calves) Folder. Appl. author: C. N. Atwood. © 23Jun52; KK76477.

WESTERN STATES MEAT PACKERS ASSOCIATION, INC. ©.
Meat is cheaper today than it has been for the last twenty years. 1 v. © 29Oct52; KK78739.

WESTERN TABLET AND STATIONERY CORPORATION ©.
Lucky Star drawing tablet. (Stationery) Label. Appl. author: Richard W. Daubenspeck. © 11Feb52; KK75142.

WESTGATE-SUN HARBOR COMPANY ©.
Breast-O'-Chicken brand, chunk pack tuna. Contents 6 1/2 oz. avoird. Label. Appl. author: Edward Mitchell. © 15Aug52; KK78112.

Look at the fine print on the label. Breast-O'-Chicken, the brand that brings you only the best o' tuna. Adv. from the Decatur review, May 1, 1952, p. 22. Appl. author: Barnes Chase Co. © 1May52; KK75139.

WESTMORLAND STERLING ©.
When you hold the moon in your hands -- Westmorland sterling turns your moondreams into solid silver ... Adv. from Cosmopolitan, Nov. 1949, p. 133. Appl. author: Ketchum, Macleod & Grove, Inc. © 1Nov49; KK79235.

WESTPHALL, HARRY.
Original Sleeps, no dangerous drugs. KK80599. SEE San Francisco Drug Company, Inc.

WESTRATE, JOHN M.
Please read instructions carefully for best results. KK78717. SEE Snudhook Corporation.
Remember last winter? KK78041. SEE Snudhook Corporation.
Snow or mud no problem. KK78040. SEE Snudhook Corporation.

WESTWOOD MANUFACTURING COMPANY ©.
Weslock cylindrical locks. High style, low cost. Pamphlet. Appl. author: Willard G. Gregory & Co. © 20May52; KK76024.

WEYAND AND HOGMAN FISH COMPANY ©.
Shrimp in a boat. A boatload of fried shrimp. Label. © 25May52; KK78782.
Siab brand fried shrimp. Label. © 25May52; KK78781.

WHEELCO Instruments Division, Barber-Colman Company. SEE Barber-Colman Company. Wheelco Instruments Division.

WHEELLOCK (WARD) COMPANY.
Best known, best-liked box of candy in the world. KK80627. SEE Whitman (Stephen F.) and Son, inc.
He remembered, why don't you? KK77894. SEE Whitman (Stephen F.) and Son, inc.
Here's how I remember, why don't you? SEE Whitman (Stephen F.) and Son, inc.
It wouldn't be Christmas without Whitman's chocolates. KK80628. SEE Whitman (Stephen F.) and Son, inc.
One name, one quality. KK77895. SEE Whitman (Stephen F.) and Son, inc.

WHIPPLE AND BLACK ADVERTISING COMPANY.
Getting the most from your Wisco storm door, porch enclosure or breezeway, storm windows. KK78223. SEE Wisco Aluminum Corporation.

WHITE, ALBERT.
How to be a soda jerker at home. KK75634. SEE Towne Talk Company.

WHITE, Ruth M., d.b.a. Hanz of Hollywood. SEE Hanz of Hollywood.

WHITE SEWING MACHINE CORPORATION ©.
It's here, the wonderful new White, only sewing machine with perfect, all-speed stitching. Most machines sew best at high speeds. Adv. from Woman's home companion, Oct. 1952. Appl. author: Tessie M. Krause. © 19Sep52; KK79039.

WHITING CORPORATION ©.
Cutting costs on grain car handling at Anderson Elevator Company with the Whiting Tractmobile. Bulletin T-107. Folder. Appl. author: Waldie & Briggs, inc. © 21Mar52; KK79465.
The electric furnace in the iron foundry; another Whiting service. Bulletin FO-6. 7 p. Appl. author: Waldie & Briggs, inc. © 26Sep52; KK79466.

WHITLOCK MANUFACTURING COMPANY ©.
Whitlock evaporation type desuperheating system. Bulletin 150. Sheet. Appl. author: A. J. Jackson. © 16Jun52; KK77132.
Whitlock type R instantaneous water heaters. Bulletin 61. Sheet. Appl. author: A. J. Jackson. © 16Jun52; KK77131.

WHITMAN (STEPHEN F.) AND SON, INC. ©.
Best known, best-liked box of candy in the world. Whitman's Sampler. Adv. from the Saturday evening post, Oct. 18, 1952, p. 18. Appl. author: Ward Wheelock Co. © 18Oct52; KK80627.
He remembered, why don't you? Esther Williams. Whitman's chocolates. (Confectionery) Adv. from the Saturday evening post, Aug. 23, 1952. Appl. author: Ward Wheelock Co. © 23Aug52; KK77894.
Here's how I remember, why don't you? Danny Kaye. Whitman's Sampler.

(Confectionery) Adv. from the Saturday evening post, July 26, 1952, p. 16. Appl. author: Ward Wheelock Co. © 26Jul52; KK75825.

Here's how I remember, why don't you? Kirk Douglas. Whitman's Sampler. (Confectionery) Adv. from the Saturday evening post, June 28, 1952. Appl. author: Ward Wheelock Co. © 28Jun52; KK75826.

Here's how I remember, why don't you? William Holden. Whitman's Sampler. Adv. from the Saturday evening post, Nov. 15, 1952, p. 16. Appl. author: Ward Wheelock Co. © 15Nov52; KK80629.

It wouldn't be Christmas without Whitman's chocolates. Christmas giving doesn't need to be a problem ... Adv. from the Saturday evening post, Dec. 20, 1952. Appl. author: Ward Wheelock Co. © 20Dec52; KK80628.

One name, one quality. Many assortments, all Whitman's. (Confectionery) Adv. from the Saturday evening post, Sept. 27, 1952. Appl. author: Ward Wheelock Co. © 27Sep52; KK77895.

WICKBERG, B., owner, The Strawick Company. SEE Strawick Company.

WICKES CORPORATION. UNITED STATES GRAPHITE COMPANY.
348 metallurgical graphite for acid open-hearth charges. Sheet. Appl. author: Raymond H. Amberger. © The United States Graphite Co., division of the Wickes Corp.; 1Nov51; KK75593.
SEE ALSO United States Graphite Company.

WICKMAN, R. F. ©.
New Roll-A-Tor barbecue roaster. Sheet. © 30Apr52; KK75573.

WILBUR-ELLIS COMPANY ©.
Recipes by Rita Bonito. Southern Star bonito. Folder. Appl. author: Harold H. Marquis. © 20Jun52; KK75892.
So easy to fix, so good to eat. Southern Star fancy solid pack bonito. Adv. from Chicago Sunday tribune, June 29, 1952, p. 3. Appl. author: Harold H. Marquis. © 29Jun52; KK75891.

WILLIAMS, C. O.
Flowing gold. KK75599. SEE Williams Syrup Company.

WILLIAMS, DON.
Just between you and us strawberries, you'll love Meadow Gold strawberry ice cream. KK77561. SEE Beatrice Foods Company.
Meadow Gold ice cream. KK76457. SEE Beatrice Foods Company.
There are only five words ... Meadow Gold ice cream. KK76163. SEE Beatrice Foods Company.

WILLIAMS (ROBERT O.) COMPANY.
Termite's natural enemy. Aard-Vark pest control. Sheet. Appl. author: Constance Kathleen Koch. © Robert Owen Williams, d.b.a. Robert O. Williams Co.; 2Jul52; KK76527.

WILLIAMS, ROLLO C.
Rollo color by Luxor. KK78039. SEE Luxor Lighting Products, inc.

WILLIAMS SYRUP COMPANY ©.
Flowing gold. Williams syrup. Net wt. 1 lb. 12 oz. Label. Appl. author: C. O. Williams. © 23Jun52; KK75599.

WILLIAMSON CANDY COMPANY ©.
Oh Henry. Coconut pak. Net wt. 7 3/4 oz. (Candy) Label. © 16Jun52; KK75065.

WILLIAMSON-DICKIE MANUFACTURING COMPANY.
Dickie's boxer top jeans. (Clothing) card. © The Williamson-Dickie Manufacturing Co.; 9Oct52; KK78816.
Dickies denim ranch jackets made right in Texas. Long wearing blue denim. (Button tag. Clothing) © The Williamson-Dickie Manufacturing Co.; 9Oct52; KK78817.
Dickies Zipdon shirt and overall combined. (Work clothes) Label. © The Williamson-Dickie Manufacturing Co.; 8Oct52; KK78818.

WILCO COMPANY. SERVICE STATION SUPPLY DIVISION ©.
Service station supply merchandiser. July 1952. © 1Jul52; KK75636.
Aug. 1952. © 1Aug52; KK76132.
Sept. 1952. © 1Sep52; KK77173.
Oct. 1952. © 1Oct52; KK78459.
Nov. 1952. © 1Nov52; KK79470.

WILLISON, PHILLIP C. ©.
For juicy tender steaks, cook Willison's steaks like this. (Patties of sliced meat or hamburger) Label. © 22Oct52; KK80094.

WILLISON, Phillip C., d.b.a. Chip Steak Co. of Oregon. SEE Chip Steak Company of Oregon.

WILLOX, PETER W.
Knotty pine furniture. KK75501. SEE Habitant Shops, inc.

WILSHIRE CLUB CREME-O-COCO, INC. ©.
Creme-O-Coco. Net contents; one qt. (Chocolate flavored non-alcoholic maltless soft drink) Label. Appl. author: Vernon Wosnak. © 26Apr52; KK75401.

WILSON, CLIFTON T.
Buttered pop corn. KK76682. SEE Sutherland Paper Company.
Mig-15 Russian jet fighter. KK80562. SEE Hawk Model Company.
Pop corn. SEE Sutherland Paper Company.

WILSON (THOMAS C.) INC. ©.
Limpiadores y ensanchadores de tubo Marca Wilson. (Tube cleaners) Sheet. Appl. author: Robert C. Decker. © 17Oct52; KK78681.

WILSON, HAIGHT AND WELCH, INC.
Crime coverages for commercial clients. KK78443. SEE Security Insurance Company of New Haven.
Proposal for protection against crime ... KK78444. SEE Security Insurance Company of New Haven.
Sell the great middle market for liability. KK75560. SEE Security Insurance Company of New Haven.

WILSON PRODUCTS, INC. ©.
Compare Wil-Hold with any other bob pin. New round ball rubber tip ... Label. © 4Jun52; KK75282.
Rubber tipped hair setting bob pins. Wil-Hold. They spring back. Label. © 3Jan52; KK77395.
Shorties by Wil-Hold. Rubber-tipped; 84 pins 25 ¢. (Bob pins) Label. © 4Jun52 (in notice: 1951); KK76199.

- WING, Esther & H. E. Wing, d.b.a. Wing Candy Company. SEE Wing Candy Company.
- WING, H. E. & Esther Wing, d.b.a. Wing Candy Company. SEE Wing Candy Company.
- WING CANDY COMPANY.
Wing's black walnut pralines. Net weight 1 lb. (Candy) Label. © H. E. Wing & Esther Wing, d.b.a. Wing Candy Co.; 1Jan49; KK77956.
- WINN, RITA.
Guaranteed Blue Label colored shields. KK79195. SEE Kleinert (I. B.) Rubber Company.
- Guaranteed Blue Label shields, rubber lined guaranteed boilable. KK79200. SEE Kleinert (I. B.) Rubber Company.
- Guaranteed cap sleeve shields; especially designed for cap sleeves. KK79194. SEE Kleinert (I. B.) Rubber Company.
- Guaranteed dress shields. KK79193. SEE Kleinert (I. B.) Rubber Company.
- Guaranteed Jubilee shields, budget price shields for guaranteed protection. KK79201. SEE Kleinert (I. B.) Rubber Company.
- Guaranteed Modine silk shields; luxurious pure silk rubber lines. KK79197. SEE Kleinert (I. B.) Rubber Company.
- Guaranteed On and Off shields; no sewing required ... KK79198. SEE Kleinert (I. B.) Rubber Company.
- Guaranteed Pin-In shields; rubber lined fast colors. KK79196. SEE Kleinert (I. B.) Rubber Company.
- Guaranteed short sleeve shields; especially designed for short sleeves. KK79199. SEE Kleinert (I. B.) Rubber Company.
- WINSTON, ARTHUR A.
Giant autumn 1952 model catalog 26. KK75439. SEE Mod Ad Agency, inc.
- WINTER, WILLIAM.
Which is the most efficient chain saw? KK75936. SEE Oregon Saw Chain Corporation.
- WINTER SEAL CORPORATION ©.
So new it is different, and it's guaranteed by Good housekeeping. Winter Seal Alum-A-Slide. (Combination storm windows) Adv. from Building specialties, Jan. 1952, p. 9. Appl. author: Advisors, inc. © 10Jan52; KK75722.
- WINTHROP, John. SEE Winthrop's, inc.
- WINTHROP'S, INC. ©.
There's a popular hit song in the drawing; what is it? A brand new famous name sewing machine. Adv. Appl. author: John Winthrop. © 12Mar52; KK80448.
- WIPETTE SPORTSWEAR, INC. ©.
For smart lines in design and speed in delivery. (Sportswear) Folder. © 15Sep52; KK79724.
- WIPRUD, ROLF.
Yours for enjoyment. KK76319. SEE Marathon Corporation.
- WISCO ALUMINUM CORPORATION ©.
Getting the most from your Wisco storm door, porch enclosure or breezeway, storm windows. Pamphlet. Appl. author: Whipple & Black Advertising Co. © 16Oct52; KK78223.
- WISE, JAMES PIERREPONT.
Preview: National Cat Week 1952. KK76517. SEE American Feline Society.
- WISE AND COMPANY, INC. ©.
Thrill to week's free trial of the most complete information on the sport of fishing ever packed into one book. The Wise fishermen's encyclopedia. Adv. from Outdoor life, p. 5. Appl. author: Fred C. Breismeister. © 17Feb52; KK75563.
- WISEMAN, Paul M. and R. L. Wiseman, Jr., a partnership d.b.a. Wiseman Baking Company. SEE Wiseman Baking Company.
- WISEMAN, R. L., Jr. and Paul M. Wiseman, a partnership d.b.a. Wiseman Baking Company. SEE Wiseman Baking Company.
- WISEMAN BAKING COMPANY.
"Like mother makes," waffle pie. Apple. Net wt. 2 oz. or over. Label. © R. L. Wiseman, Jr. and Paul M. Wiseman, a partnership d.b.a. Wiseman Baking Company; 12Jul52; KK76724.
- WISSMAN, Seth, d.b.a. Health Guard Bag Company. SEE Health Guard Bag Company.
- WIX ACCESSORIES CORPORATION ©.
Do you have wearmites in your engine? Exterminate grit, dirt, and sludge wearmites with Wix engineered filtration. Sheet. Appl. author: Humbert & Jones. © 18Aug52; KK78876.
- WOITA, RAY.
Brown's Velvet sherbet. KK76040. SEE Marathon Corporation.
- WOITA, RAYMOND.
Frosty frozen pie. KK78637. SEE Pan Dandy Pie and Cake Company.
- WOLF, LEO.
The best that money can buy. SEE Republic Molding Corporation.
- Cereal bowls. KK75977. SEE Republic Molding Corporation.
- Food container set. KK75979. SEE Republic Molding Corporation.
- Left-over dish and cover. KK75975. SEE Republic Molding Corporation.
- Mixing bowls. KK75973. SEE Republic Molding Corporation.
- Non-breakable Polly-flex houseware products. KK77051. SEE Republic Molding Corporation.
- Piette. KK75978. SEE Republic Molding Corporation.
- Refrigerator butter dish and cover. KK75976. SEE Republic Molding Corporation.
- A Republic Polly-flex product; Piette. KK77052. SEE Republic Molding Corporation.
- Snack bowl or salad bowl set. KK75974. SEE Republic Molding Corporation.
- Utility bowls. KK75972. SEE Republic Molding Corporation.
- Why you will wish to carry Freezettes during the coming year 1953. KK80208. SEE Republic Molding Corporation.
- WOOD (GEORGE) SONS AND COMPANY ©.
Town Clock fabrics. An important new name and copyrighted design ... Adv. from Women's wear daily, June 30, 1952, p. 13. Appl. author: Gray & Rogers Advertising Agency. © 30Jun52; KK75523.
- WOOD, HARRIE.
Sallie Chase fruit cake. KK80142. SEE Chase (Sallie) Inn.
- WOODLEY (ALBERT) COMPANY.
Candy-stick cotton cord. KK75575. SEE Best's Apparel.
- Colorful corduroy. KK80366. SEE Best's Apparel.
- Horizontally ribbed. KK80367. SEE Best's Apparel.
- Pique sheath plus jacket. KK75437. SEE Best's Apparel.
- Tour and town suit. KK75576. SEE Best's Apparel.
- White princess. KK75438. SEE Best's Apparel.
- Winged turtle only 6.95. KK80365. SEE Best's Apparel.
- WOODS, HARRY E.
Again winner, Fashion Academy gold medal. KK77820. SEE Dawnelle, inc.
- The exclusive Picardy stitch, all hand-sewn, adds a custom look to this classic shortie. KK78082. SEE Dawnelle, inc.
- WOODWARD, Albert Young, d.b.a. Custom Finishers Guild. SEE Custom Finishers Guild.
- WOOSTER, JOHN D.
Always ready to write. KK78692. SEE Esterbrook Pen Company.
- Choose the right point for the way you write. SEE Esterbrook Pen Company.
- For easier, clearer writing choose the right point for the way you write. KK77235. SEE Esterbrook Pen Company.
- Esterbrook 444 desk pen set. SEE Esterbrook Pen Company.
- Give an Esterbrook fountain pen. SEE Esterbrook Pen Company.
- Give an Esterbrook the pen with the point you know they're sure to like. KK80610. SEE Esterbrook Pen Company.
- Give an Esterbrook, the pen with the right point for every writer. KK80539. SEE Esterbrook Pen Company.
- No matter what you write, no matter how you write it. KK76712. SEE Esterbrook Pen Company.
- Perfect gift, 444 desk pen sets. KK78694. SEE Esterbrook Pen Company.
- Writes 93,500 words without refilling. KK80609. SEE Esterbrook Pen Company.
- WORTHINGTON CORPORATION ©.
Air compressors for dry cleaning and laundry industries. Bulletin H-620-B28B. Pamphlet. © 19Nov52; KK79813.
- Freflo pumps; vertical, wet pit types FLJ and FLJD. Bulletin W-317-B12A. Pamphlet. © 29Aug52; KK77216.
- Horizontal duplex power pumps. Worthington. Folder. (Bull. W-411-B31C) © 9Sep52; KK77517.
- Horizontal duplex power pumps, for volatile liquids. Type KDV. Worthington. Folder. (Bull. W-411-B10A) © 1Aug52; KK76446.
- Mechanical seals, type EA, for Worthington chemical pumps. Worthington. Folder. (Bull. W-350-B10B) © 4Aug52; KK76445.

Power and idler turning rolls.
Worthington. Bulletin R-228A.
(Machinery) Folder. © 24Nov52;
KK79902.

Rotary pumps for hydraulic elevator
service. Worthington. Folder.
© 11Sep52; KK77352.

Single-stage steam turbines. 10
frames available to meet all
single stage turbine applications.
Worthington. Bulletin 1954B.
Folder. © 24Nov52; KK79901.

Steam turbines with combined re-
duction gears types GA & GB.
Worthington. Bulletin 1951B.
Folder. © 24Nov52; KK79900.

Type QR centrifugal vertical process
pumps; used in: Refineries, loading
facilities, tank farms and absorp-
tion plants where NPSH is limited.
Bulletin W-341-B15. (Machinery)
Folder. © 7Nov52; KK79421.

Worthington Monobloc centrifugal
pumps. Bull. W-306-B2. (Machinery)
Folder. © 2Jul52; KK75112.

WORUMBO MANUFACTURING COMPANY ©

This incomparable fleece, as seen in
Harper's bazaar. Wonderful Worumbo
woolens. Sheet. © 11Aug52;
KK76789.

Wonderful Worumbo. A suit of
Worumbo's famous flannel. Adv.
"As appearing in Vogue 15, 1952
issue." © 22Sep52; KK77474.

Wonderful Worumbo. Matchless vicuna,
the one fabulous fabric when woven
by Worumbo. (Wool fabric) Adv.
from Harper's bazaar, Nov. 1952.
© 22Oct52; KK78333.

Wonderful Worumbo. More wool wizard-
ry; Whitney cloth. Sheet.
© 13Aug52; KK76790.

Wonderful Worumbo. Worumbo's
flannel, the well-known, well-
loved classic. (Wool fabric)
Adv. from Harper's bazaar, Oct.
1952. © 30Sep52; KK77734.

WOSNAK, VERNON.

Creme-O-Coco. KK75401. SEE Wilshire
Club Creme-O-Coco, inc.

WRIGHT, KENNETH E. ©

Movie stamps. Here comes your new,
all new Trading Stamp. Stamps.
© 30Jul52; KK77065.

WRIGHT, STANLEY M.

Yank leader wheels. KK79406. SEE
Wright and McGill Company.

WRIGHT AND MCGILL COMPANY ©

Choose from three popular Fre-Line
reel models. (Fishing reels)
Sheet. Appl. author: Andrew D.
McGill. © 4Dec52; KK80560.

There's an Eagle Claw loose hook
for every fishing need. (Fish
hooks) Adv. from Outdoor life,
Sept. 1952, p. 109. Appl. au-
thor: Felix Pogliano. © 15Aug52;
KK77848.

Yank leader wheels. Here is the
fastest selling leader dispenser
on the market. (Fishing leaders
and spools) Sheet. Appl. au-
thor: Stanley M. Wright.
© 4Nov52; KK79406.

WRIGHT PRODUCTS, INC. ©

Tubular latch for screen, storm or
combination doors. Wright. Label.
Appl. author: F. J. Wellmerling.
© 25Jun52; KK76198.

WYLIE, DALE.

Kewanee-Iron Fireman boiler-burner
unit for high or low pressure heat-
ing, power and process steam.
KK79329. SEE Kewanee-Ross Corpo-
ration.

WYNNE, WADE HAMPTON, Jr.

Lifetime metal awnings. KK78423.
SEE Koolvent Metal Awning Company.

Y

YALE AND TOWNE MANUFACTURING COMPANY.

It's so easy to install Décor edoor
knobs. Sheet. Appl. author: John
Benjamin Dowling. © The Yale and
Towne Manufacturing Co.; 29Jul52;
KK77388.

YANKNER, PAUL R.

Amazing germ killing hand soap.
KK78419. SEE Sanitary Soap Company.

YARN-APART COMPANY, INC. ©

It's here at last. Tangle-free knit-
ting with Yarn-Apart. (Knitting
device) Folder. Appl. author:
Katherine M. Giblin. © 1Apr52;
KK78624.

YORK, PA. CHAMBER OF COMMERCE.

Would you give me 10 minutes of
your time? (Mailing piece to
chamber of commerce membership)
Folder. Appl. author: William
Henry Long. © York Chamber of
Commerce; 20Feb52; KK79087.

YOUNGER, ROBERT.

TV Service-reminder. KK75273. SEE
Avco Manufacturing Corporation.
Crosley Division.

YOUNG AND RUBICAM, INC.

Are these your toughest washing
jobs? KK76533. SEE Procter
and Gamble Company.

At last, here's my idea of grand
orange juice. SEE General Foods
Corporation.

At last, nylons a gal can trust.
KK76665. SEE Cannon Mills, inc.

Before you buy, find out why. SEE
Hammond Instrument Company.

Big Birds Eye money-savers! SEE
General Foods Corporation.

Biggest Birds Eye bargains ever
offered. KK77574. SEE General
Foods Corporation.

Big-time boxing's unknown bosses.
KK76594. SEE Time, inc.

Boy, have we got news for you. SEE
Northern Paper Mills.

Brother, this orange juice is the
real thing. KK76652. SEE General
Foods Corporation.

Charleston High School seniors
select their favorite Interna-
tional Sterling patterns. KK76549.
SEE International Silver Company.

Church organists. KK76559. SEE
Hammond Instrument Company.

Come and visit our brewery. KK79035.
SEE Schlitz (Jos.) Brewing Company.

Completely new, softened twice.
Northern tissue. SEE Northern
Paper Mills.

Deliciously yours. Hunt's tomato
catsup. SEE Hunt Foods, inc.

Don't miss Mansfields' showing of
lazy-dazy casuals in leathers soft
enough for gloves. KK78269. SEE
Bostonian Shoes.

Duo-Therm give you the line and the
bait. KK76540. SEE Motor Wheel
Corporation. Duo-Therm Division.

1847 Rogers Bros. silver parade.
KK76546. SEE International Silver
Company.

Every inch of every Duo-Therm helps
you sell LP-gas. SEE Motor Wheel
Corporation. Duo-Therm Division.

Exciting, limited-time offer.
KK79495. SEE General Foods Corpo-
ration.

Farm-fresh special. KK76573. SEE
General Foods Corporation.

First the Schlitz, then the hat!
KK76635. SEE Schlitz (Jos.) Brew-
ing Company.

For the love of a lifetime choose
International Sterling. KK76554.
SEE International Silver Company.

Fraser. Wheat nylon mesh wing tip
with turftan trim. KK76581. SEE
Bostonian Shoes.

Free. 49 tested ways to raise money
for a church organ. KK76560. SEE
Hammond Instrument Company.

Fremont, russet luxura-calf wing
tip, heavy single sole. KK76663.
SEE Bostonian Shoes.

Front row center. KK76597. SEE
Time, inc.

Have you really seen him? KK76591.
SEE Time, inc.

He could strike you out-blindfolded.
KK76596. SEE Time, inc.

High in the clouds above Market and
Main. KK76551. SEE International
Silver Company.

Home pianists add dozens of thrill-
ing instrument effects to your
music. KK76562. SEE Hammond In-
strument Company.

How colorful your room can be with
Cannon sheets. KK76584. SEE
Cannon Mills, inc.

How easy to make a room colorful
with Cannon sheets. KK76585.
SEE Cannon Mills, inc.

How Schlitz radio-TV helps you
sell. KK76785. SEE Schlitz (Jos.)
Brewing Company.

How your church can afford a new
organ. KK76557. SEE Hammond
Instrument Company.

If you like beer you'll love Schlitz.
KK77833. SEE Schlitz (Jos.) Brew-
ing Company.

It's here. It's new. KK76536. SEE
Procter and Gamble Company.

Jolly new cereal with magic sugar
coat. SEE General Foods Corpora-
tion.

Kerima's kiss, Dulles' doctrine,
Renoir's art. KK76595. SEE
Time, inc.

Lovely New Orleans sub-debs choose
their favorite International
Sterling patterns. KK76550. SEE
International Silver Company.

Making its mark with bowlers.
KK76622. SEE Schlitz (Jos.)
Brewing Company.

Man! I really get a charge out of
this orange juice! KK76643. SEE
General Foods Corporation.

Mansfields' stars. KK77580. SEE
Bostonian Shoes.

Marvin. Cool nylon mesh in the new
cocoa shade, in a smooth laceless
slip-on. KK76582. SEE Bostonian
Shoes.

YOUNG AND RUBICAM, INC. Cont'd.

Marvin, turftan brown calf. KK76664. SEE Bostonian Shoes.

Methodists, Baptists, Lutherans ... Hammond organ. KK76558. SEE Hammond Instrument Company.

Middlemen of the middle aisle. KK76592. SEE Time, inc.

Mom calls this her yummy 1-2-3 dinner. KK76578. SEE General Foods Corporation.

Mom says it's the work-free wonder vegetable. KK76666. SEE General Foods Corporation.

Most exciting, different washday suds in 115 years. KK76537. SEE Procter and Gamble Company.

New. Duo-Therm Silver Jubilee Regency oil home heater. KK76589. SEE Motor Wheel Corporation. Duo-Therm Division.

New Birds Eye dinner for 4. KK76655. SEE General Foods Corporation.

New exciting taste-thriller all cooked for you. SEE General Foods Corporation.

New functional cedar chests solve your storage problems. KK77569. SEE Lane Company, inc.

New low prices on the most delicious green beans you ever tasted. KK77572. SEE General Foods Corporation.

Not just 2 or 3 place settings but a complete service for 8 in 1847 Rogers Bros. SEE International Silver Company.

Now. These tough washing jobs are a cinch. KK76532. SEE Procter and Gamble Company.

Now. 2 trailer-tailored Duo-Therm heaters. KK76544. SEE Motor Wheel Corporation. Duo-Therm Division.

Now, an organ you can play without taking lessons. KK76563. SEE Hammond Instrument Company.

Now at new low price Birds Eye broccoli spears. SEE General Foods Corporation.

Now at new low price the most delicious lima beans and broccoli you ever ate. KK77567. SEE General Foods Corporation.

Now, Birds Eye orange juice in handy carry-home paks. SEE General Foods Corporation.

Now's the time for Jell-O. SEE General Foods Corporation.

Oh, what a thoughtful family to give me a Lane cedar chest for Mother's Day. KK76545. SEE Lane Company.

Once upon a time. KK76593. SEE Time, inc.

One April shower led to another. KK76552. SEE International Silver Company.

Ounce for ounce, your best buy is Birds Eye. SEE General Foods Corporation.

Outstanding Little Rock seniors select their favorite International Sterling patterns. KK76548. SEE International Silver Company.

Pretty Pittsburgh cheerleaders pick their favorite International Sterling patterns. KK76553. SEE International Silver Company.

Ready-to-cook Birds Eye chicken dinner. KK76574. SEE General Foods Corporation.

Recipe for bang-up picnic eatin' on the beach, in the woods, at home. KK76577. SEE General Foods Corporation.

Schlitz salutes: Claudius Langdon Fornéy. KK76639. SEE Schlitz (Jos.) Brewing Company.

Solve your storage problems with a handsome cedar chest. KK76603. SEE Lane Company, inc.

Spruce. Latest shade in nylon mesh: cocoa. KK76583. SEE Bostonian Shoes.

Sw-well he-man dinner mom can fix in minutes. KK76662. SEE General Foods Corporation.

Taking the mystery out of mattress-buying. KK76614. SEE Simmons Company.

They're right, this orange juice is the best-tasting of all. KK76654. SEE General Foods Corporation.

This is my favorite haunt. KK76627. SEE Schlitz (Jos.) Brewing Company.

Thrill your valentine with the gift that gathers more gifts. KK76784. SEE Lane Company.

Tito speaks. KK76599. SEE Time, inc.

To stay on top, stock the top line. KK76653. SEE General Foods Corporation.

2 great ideas for brides in 1952. KK76586. SEE Simmons Company.

Visit the Schlitz exhibit. KK76619. SEE Schlitz (Jos.) Brewing Company.

We grow our Birds Eye peas in soil that makes them extra-tasty. KK76580. SEE General Foods Corporation.

We select special seed that will grow tender, slender, bright green beans. KK76579. SEE General Foods Corporation.

We'll be seeing you all over America. KK76629. SEE Schlitz (Jos.) Brewing Company.

What are your toughest washing jobs? KK76534. SEE Procter and Gamble Company.

What have you got to say to the folks of Walla Walla? KK76661. SEE General Foods Corporation.

Who would dream Brussels sprouts could make such a difference? KK76660. SEE General Foods Corporation.

The woman in the background. KK76590. SEE Time, inc.

Wonderfully different washday suds. KK76535. SEE Procter and Gamble Company.

You don't have to read music to play this organ. KK76564. SEE Hammond Instrument Company.

You hang from a skyhook. KK76600. SEE Time, inc.

You never tasted such thrillers. KK77575. SEE General Foods Corporation.

You play and discover the things you were missing. SEE Hammond Instrument Company.

YOXTHEIMER, LEROY HOFFMAN.

Generator, starting motor, armature and field coil applications for passenger cars, trucks and tractors. KK75864. SEE General Armature and Manufacturing Company.

Yes-siree-bob, I really go for this orange juice. KK76651. SEE General Foods Corporation.

Z

ZCMI. SEE Zion's Cooperative Mercantile Institution.

ZACHOS, Louis George. SEE Zac-Lac Paint and Lacquer Company.

ZAC-LAC PAINT AND LACQUER COMPANY ©. 2670 enamel accelerator; directions. Zac-Lac. (Paint product) Label. Appl. author: Louis George Zachos. © 1Jul52; KK76187.

Zac-Lac enamel accelerator, 2670. Directions. One quart U. S. measure. (Paint product) Label. Appl. author: Louis George Zachos. © 1Jul52; KK76186.

Zac-Lac synthetic 2670 enamel accelerator. (Paint product) Label. Appl. author: Louis George Zachos. © 1Jul52; KK76185.

ZALK, Sophie, and Harry Forsberg, d.b.a. H. Forsberg Co. SEE Forsberg (H.) Company.

ZARINSKY, MELVIN ©. Good-Time toys. (Toys and games) Sheet. © 2Jun52; KK76787.

ZEFF (ROY D.) AND ASSOCIATES, INC. Mojonner food. KK77133. SEE Mojonner Brothers Company.

ZENITH RADIO CORPORATION ©. Achieved in the tradition of quality. Zenith proudly announces the new Royalty Line with the K-53 chassis. (Television sets) Adv. from Colliers, Aug. 2, 1952, p. 3. Appl. author: Robert Blackburn. © 25Jul52; KK75999.

Brilliant new tone, distance, performance ... The new Universal portable. Zenith quality through and through. (Radio sets) Adv. from Colliers, July 26, 1952, p. 47. Appl. author: Robert Blackburn. © 18Jul52; KK76000.

Don't miss a play! Hear the ball games wherever you go with a new long distance Zenith portable. Adv. Appl. author: Robert Blackburn. © Zenith Radio and Television (Zenith Radio Corp.); 18Jun52; KK76287.

For the music lover with perfect pitch. Zenith Cobra-Matic is the only automatic record player that can play your records at the exact recorded pitch and tempo. Adv. from Theatre arts, Aug. 1952, p. 2 of cover. Appl. author: Robert Blackburn. © 28Jul52; KK76001.

Go around the world in seconds. New Zenith super Trans-Oceanic. (Radio) Adv. Appl. author: Robert Blackburn. © 20Jun52; KK75063.

New. A superb super-powered portable, triumph of distance and tone. The new Universal. Zenith. (Radio) Adv. Appl. author: Robert Blackburn. © 27Jun52; KK75062.

New, and super powered. The Zenith Holiday portable. (Radio) Adv. Appl. author: Robert Blackburn. © 11Jun52; KK75064.

Now. Hear every play, even thru summer storms. Zenith quality all weather super-sensitive FM-AM radios. Adv. from Wisconsin agriculturist, July 19, 1952, p. 36. Appl. author: Robert Blackburn. © 5Jul52; KK75998.

Only in Zenith quality, the tone, distance, performance of costly big-set radio. The new Zenith clock radio. Adv. from Household, Aug. 1952, p. 11. Appl. author: Robert Blackburn. © 20Jul52; KK75996.

Your pride in Zenith quality TV will grow with the years. Adv. from Sunset, Aug. 1952, p. 59. Appl. author: Robert Blackburn. © 25Jul52; KK76003.

Zenith quality sets the pace. New Holiday portable. (Radio sets) Adv. from Holiday, Aug. 1952, p. 4. Appl. author: Robert Blackburn. © 18Jul52; KK76002.

ZETKO, FRANK ©.

A-1 Foma cleaner. (Liquid cleaner for rugs, upholstery, etc.) Label. © 8Jul52; KK75107.

ZINDEL, ELIZABETH M.

Froek die leit. KK78375. SEE Muelleman (C. H.) Company.

ZING MANUFACTURING COMPANY.

Zing-Shot, the hunting sling shot that shoots arrows, too. Hunting, kill small game with sling shot, larger game with arrows. Label. Appl. author: Todd & Associates. © Thomas U. Dorsey & Everett R. Nolen, d.b.a. Zing Manufacturing Co.; 10Apr52; KK76086.

Zing-Shot, the hunting sling shot that shoots arrows, too. Kill small game with shot, larger game with arrows. Poster. Appl. author: Todd & Associates. © Thomas U. Dorsey & Everett R. Nolen, d.b.a. Zing Manufacturing Co.; 10Apr52; KK76088.

Zing-Shot, the hunting sling shot that shoots arrows, too. Sling-shot in this position. Sheet. Appl. author: Todd & Associates. © Thomas U. Dorsey & Everett R. Nolen, d.b.a. Zing Manufacturing Co.; 10Apr52; KK76087.

ZION'S COOPERATIVE MERCANTILE INSTITUTION.

Name Santa's nameless elf. (Christmas merchandise, books, toys, etc.)

Adv. from Deseret news magazine, Salt Lake City, Nov. 25, 1951, p. 53-54. © ZCMI (Zion's Cooperative Mercantile Institution); 25Nov51; KK76266.

ZIVA PRODUCTS COMPANY, INC. ©.

Hair lotion for scalp and hair. Ziva. Label. © 15Oct52; KK78631.

Why zip, zip, zip when one zip does it. Zippo one-zip windproof lighter. (Yachting) Adv. from Life, June 2, 1952, p. 87. Appl. author: Geyer, Newell & Ganger, inc. © Zippo Manufacturing Co.; 30May52; KK76342.

Why zip, zip, zip when one zip does it. Zippo the one-zip windproof lighter. [Male & female in formal attire] Adv. from the Saturday evening post, Feb. 9, 1952, p. 72. Appl. author: Geyer, Newell & Ganger, inc. © 6Feb52; KK76346.

Why zip, zip, zip when one zip does it. Zippo the one-zip windproof lighter. (Bus stop) Adv. from Life, Mar. 3, 1952, p. 80. Appl. author: Geyer, Newell & Ganger, inc. © 29Feb52; KK76345.

Why zip, zip, zip when one zip does it. Zippo the one-zip windproof lighter. (Boat) Adv. from Life, Apr. 14, 1952, p. 107. Appl. author: Geyer, Newell & Ganger, inc. © 11Apr52; KK76344.

ZIPPO MANUFACTURING COMPANY ©.

Why zip, zip, zip when one zip does it. Zippo, the one-zip windproof lighter. Adv. from Our navy, p. 35. Appl. authors: Geyer, Newell & Ganger, inc. © 15Feb52; KK77066.

Ziva Hair Cream; grooms the hair, relieves dry scalp, stimulates growth. Label. © 14Nov52; KK80172.

ZOLA PRODUCTS COMPANY, INC. ©.

Zolanite protective powder protects against damp, destroys odors instantly, retards mold. Label. Appl. author: Harry A. Galenes. © 4Dec52; KK80598.

ZONITE PRODUCTS CORPORATION ©.

Proves Zonite's absolute safety to body tissues in feminine hygiene. (Germicide) Adv. from Motion

picture and television magazine, Oct. 1952, p. 67. Appl. author: Erwin, Wasey & Co., inc. © 10Sep52; KK78274.

Rabbit eye tests prove Zonite's absolute safety to body tissues in feminine hygiene. Read why you should never use ... (Germicide) Adv. from True confessions, Sept. 1952, p. 57. Appl. author: Erwin, Wasey & Co. © 8Aug52; KK76521.

Young wives should not experiment with this vital problem. Zonite. (Germicide) Adv. from Secrets, Aug. 1952, p. 45. Appl. author: Erwin, Wasey & Co., inc. © 2Jul52; KK75240.

ZURN (J. A.) MANUFACTURING COMPANY ©.

Cubic foot of building space. You can build it and maintain it for less a new way. A manual of practical ideas for planning and equipping modern rest rooms. (Wall closet fittings & carriers) 29 p. Appl. author: The Lee Donnelley Co. © 15May52; KK74970.

Engineered to permit high rates of flow with remarkably low pressure drop. Zurn strainers. Adv. Appl. author: The Lee Donnelley Co. © 15May52; KK75293.

Get more of the full rated pressure with engineered low pressure drop strainers. Zurn. Adv. from Mechanical engineering, Sept. 1952. Appl. author: The Lee Donnelley Co. © 15Sep52; KK77353.

The Zurn way, the new way, to install wall type fixtures yields time-cost savings. (Plumbing fixtures) Adv. from Western plumbing and heating journal, Sept. 1952, p. 79. Appl. author: The Lee Donnelley Co. © 15Sep52; KK78900.

ZUSSMAN, HYMAN W.

Sequestrene. KK77842. SEE Alrose Chemical Company.

ZYZZY STAMPZ STUDIOZ COMPANY ©.

The last word in photography. Everybody wants your Zyzzy. Card. Appl. author: William Kantor. © 15Nov52; KK79528.

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ACME. R99679. SEE American Beauty Cigar Company.

ALTURA. R102630. SEE Rialto Heights Orange Growers.

AMERICAN BEAUTY CIGAR COMPANY.
Acme. (Cigars) © 19Mar25, Label 28685. R99679, 15Sep52, American Beauty Cigar Co. (P)

AZUSA CITRUS ASSOCIATION.
Black Crusader. (Oranges) © 1Jul25, Label 29446. R98790, 20Aug52, Azusa Citrus Assn. (P)

BASSICK MANUFACTURING COMPANY.
Every 500 miles. (Lubricating apparatus) © 15Apr25, Print 7993. R101081, 20Oct52, The Bassick Manufacturing Co. (P)

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BLUE Globe. R98808. SEE Riverside Heights Orange Growers Association.

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Darling brand sweetened condensed milk. Borden's. © 6Jan25, Label 28349. R100917, 15Oct52, The Borden Co. (P)
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Magnolia brand premium coupon sweetened condensed milk. Borden's. © 15Oct24, Label 28019. R100914, 15Oct52, The Borden Co. (P)
Peninsular brand sweetened condensed milk. © 15May25, Label 29131. R103520, 9Dec52, The Borden Co. (P)
Standard brand sweetened condensed milk. Borden's. © 11Dec24, Label 28348. R100916, 15Oct52, The Borden Co. (P)

Star brand sweetened condensed milk. © 22Apr25, Label 28918. R99730, 17Sep52, The Borden Co. (P)

CRIMSON crane. R102629. SEE Rialto Heights Orange Growers.

DARLING brand sweetened condensed milk. R100917. SEE Borden Company.

EVERY 500 miles. R101081. SEE Bassick Manufacturing Company.

GLENDORA CITRUS ASSOCIATION.
Home. (Oranges) © 1Apr25, Label 29074. R99198, 28Aug52, Glendora Citrus Association (P)

Monopole. (Oranges) © 1Apr25, Label 29075. R99199, 28Aug52, Glendora Citrus Association (P)

HOME. R99198. SEE Glendora Citrus Association.

LEADER brand sweetened condensed milk. R100915. SEE Borden Company.

MAGNOLIA brand premium coupon sweetened condensed milk. R100914. SEE Borden Company.

MID-STATES GUMMED PAPER COMPANY.
There's a leader in every line, nos. 1 and 2. (Gummed paper tape) © 1Jun25, Prints 8179-8180. R97995-97996, 28Jul52, Mid-States Gummed Paper Co. (P)

MONOPOLE. R99199. SEE Glendora Citrus Association.

PENINSULAR brand sweetened condensed milk. R103520. SEE Borden Company.

PLANET. R99680. SEE Santiago Orange Growers Association.

RED Globe. R29470. SEE Riverside Heights Orange Growers Association.

RIALTO HEIGHTS ORANGE GROWERS.
Altura. (Oranges) © 15Oct25, Label 29820. R102630, 17Nov52, Rialto Heights Orange Growers (P)

Crimson crane. (Oranges) © 15Oct25, Label 29819. R102629, 17Nov52, Rialto Heights Orange Growers (P)

RIVERSIDE HEIGHTS ORANGE GROWERS ASSOCIATION.
Blue Globe. (Oranges) © 1Aug25, Label 29471. R98808, 22Aug52, Riverside Heights Orange Growers Association (P)

Red Globe. (Oranges) © 1Aug25, Label 29470. R98807, 22Aug52, Riverside Heights Orange Growers Association (P)

SALADA cocoa. R104110. SEE Salada Tea Co., inc.

SALADA coffee. R104111. SEE Salada Tea Co., inc.

SALADA TEA COMPANY, INC.
Salada cocoa. (Blue label) © 1Apr25 Label 29438. R104110, 11Dec52, Salada Tea Co., inc. (P)
Salada coffee. (Red label) © 13Apr25, Label 29439. R104111, 11Dec52, Salada Tea Co., inc. (P)

SANTIAGO ORANGE GROWERS ASSOCIATION.
Planet. (Oranges) © 1May25, Label 29472. R99680, 15Sep52, Santiago Orange Growers Assn. (P)

STANDARD brand sweetened condensed milk. R100916. SEE Borden Company.

STAR brand sweetened condensed milk. R99730. SEE Borden Company.

THERE'S a leader in every line, nos. 1 and 2. R97995 ... SEE Mid-States Gummed Paper Company.

one copy

1. The first part of the paper discusses the importance of maintaining accurate records of all transactions. It emphasizes that this is essential for the proper management of the company's finances and for ensuring that all parties involved are kept up to date on the current status of the business.

2. The second part of the paper deals with the various methods that can be used to collect and analyze data. It outlines the different types of data that can be collected, such as sales figures, customer feedback, and market research, and discusses the various techniques that can be used to analyze this data in order to identify trends and make informed decisions.

3. The third part of the paper focuses on the importance of communication in the business world. It stresses that effective communication is essential for ensuring that all parties involved are kept up to date on the current status of the business and for ensuring that all decisions are made in a timely and efficient manner.

4. The fourth part of the paper discusses the various methods that can be used to improve the efficiency of the business process. It outlines the different types of methods that can be used, such as automation, streamlining, and delegation, and discusses the various techniques that can be used to implement these methods in order to improve the overall efficiency of the business.

5. The fifth part of the paper focuses on the importance of maintaining accurate records of all transactions. It emphasizes that this is essential for the proper management of the company's finances and for ensuring that all parties involved are kept up to date on the current status of the business.

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